

## APPENDIX F: PROBIT RESULTS, GENERAL POPULATION, MEN, WOMEN

### GENERAL POPULATION

#### MULTIPLE PARTNERS

Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to One Radio Show (Vs. None)</b>									
B2-Multiple partners (past 12 months)	mp1	0.2865	0.2455	0.3275	0.3193	0.2866	0.352	0.3068	3432
B4-Multiple partners (past month)	mp2	0.0955	0.0725	0.1185	0.1158	0.0868	0.1449	0.2385	3202
B3-More than one partner within 3 months period (past 12 months)	b3r	0.1883	0.1592	0.2173	0.2125	0.1826	0.2423	0.2558	3203
B5-Reports currently having more than one partner	cpsr	0.1398	0.1114	0.1683	0.1527	0.1226	0.1828	0.5678	3205
B14-Reports currently having sex with 2 or more recent partners (calendar)	cppt	0.1688	0.1374	0.2003	0.1531	0.1219	0.1842	0.5408	3205
B8- Wife has other sexual partner (%yes/suspect)	w_othp	0.1683	0.1008	0.2358	0.1112	0.0583	0.1642	0.2145	744
B9- Husband has other wife (%yes/suspect)	h_othw	0.1296	0.0764	0.1829	0.0597	0.0371	0.0822	0.0177	1096
B9- Husband has other sexual partner (%yes/suspect)	h_othp	0.2587	0.1815	0.3359	0.1762	0.1352	0.2172	0.0585	1147
B20-Received gifts for sex from any partner	get_any	0.2164	0.1671	0.2656	0.1965	0.1437	0.2493	0.541	3204
B21-Gave gifts for sex to any partner	give_any	0.1657	0.1246	0.2067	0.1452	0.1118	0.1785	0.4745	3200
10+ age difference between resp. and any partner	age10any	0.1381	0.1006	0.1755	0.125	0.0926	0.1574	0.6279	2945
10+ age difference between resp. and regular partner	age10reg	0.1207	0.0853	0.1561	0.1234	0.0905	0.1562	0.9143	2923
K5-Multiple sexual partners increase HIV risk (%True)	k5r	0.9282	0.9101	0.9464	0.9569	0.9405	0.9734	0.0227	3845
A1-Most married men faithful to wives (%Agree)	a1r	0.2848	0.2476	0.3219	0.2472	0.2086	0.2858	0.2073	3846

A2-Can resist temptation of sex with person besides main partner (%Agree)	a2r	0.7188	0.6808	0.7568	0.7402	0.7051	0.7753	0.4394	3845
A3-Need someone to fill gap (%Disagree)	a3r	0.5424	0.4964	0.5884	0.4968	0.4505	0.5432	0.1358	3846
A5-Men with many women are real men (%Disagree)	a5r	0.9112	0.8877	0.9347	0.9058	0.8781	0.9334	0.7828	3845
A6-Men have right to get sex for gifts (%Disagree)	a6r	0.6336	0.5948	0.6725	0.6091	0.5733	0.645	0.426	3846
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	cn7r	0.6188	0.5824	0.6552	0.6754	0.6397	0.711	0.0487	3846
CN9-Leaders discourage multiple partners (%Very often/sometimes)	cn9r	0.3348	0.2854	0.3843	0.3801	0.3371	0.4231	0.211	3845
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	cn10r	0.3306	0.2871	0.3741	0.4021	0.3599	0.4444	0.0466	3843
B6-Number of lifetime partners	lifep	5.4331	4.79	6.0762	5.6692	4.9719	6.3664	0.573	3612
B1-Age at first sex	firstsex	18.0691	17.8087	18.3295	17.7602	17.5563	17.9641	0.0724	3335
Age difference between partner 1 and respondent	agediff_p1	1.2083	0.5819	1.8348	1.1239	0.6969	1.5509	0.8349	2889
Age difference between partner 2 and respondent	agediff_p2	-0.2076	-1.2817	0.8665	-1.1233	-2.0043	-0.2423	0.1814	771
Age difference between partner 3 and respondent	agediff_p3	-1.2692	-2.5159	-0.0224	-1.7611	-3.0236	-0.4986	0.6395	388

Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to Two Radio Shows (Vs. None)</b>									
B2-Multiple partners (past 12 months)	mp1	0.2865	0.2455	0.3275	0.2668	0.2234	0.3102	0.594	3432
B4-Multiple partners (past month)	mp2	0.0955	0.0725	0.1185	0.1008	0.0713	0.1303	0.7781	3202
B3-More than one partner within 3 months period (past 12 months)	b3r	0.1883	0.1592	0.2173	0.1928	0.1533	0.2323	0.8722	3203
B5-Reports currently having more than one partner	cpsr	0.1398	0.1114	0.1683	0.1516	0.1203	0.1829	0.6075	3205
B14-Reports currently having sex with 2 or more recent partners (calendar)	cppt	0.1688	0.1374	0.2003	0.1395	0.1037	0.1754	0.2928	3205
B8- Wife has other sexual partner (%yes/suspect)	w_othp	0.1683	0.1008	0.2358	0.1577	0.0912	0.2242	0.8446	744
B9- Husband has other wife (%yes/suspect)	h_othw	0.1296	0.0764	0.1829	0.0822	0.0465	0.1179	0.1002	1096
B9- Husband has other sexual partner (%yes/suspect)	h_othp	0.2587	0.1815	0.3359	0.1635	0.1015	0.2254	0.094	1147
B20-Received gifts for sex from any partner	get_any	0.2164	0.1671	0.2656	0.1544	0.1122	0.1966	0.0702	3204
B21-Gave gifts for sex to any partner	give_any	0.1657	0.1246	0.2067	0.1472	0.1042	0.1902	0.5706	3200
10+ age difference between resp. and any partner	age10any	0.1381	0.1006	0.1755	0.1632	0.125	0.2014	0.3749	2945
10+ age difference between resp. and regular partner	age10reg	0.1207	0.0853	0.1561	0.1611	0.1206	0.2017	0.1873	2923
K5-Multiple sexual partners increase HIV risk (%True)	k5r	0.9282	0.9101	0.9464	0.936	0.9055	0.9665	0.67	3845
A1-Most married men faithful to wives (%Agree)	a1r	0.2848	0.2476	0.3219	0.2229	0.1793	0.2664	0.0631	3846
A2-Can resist temptation of sex with person besides main partner (%Agree)	a2r	0.7188	0.6808	0.7568	0.7547	0.7128	0.7966	0.2679	3845
A3-Need someone to fill gap (%Disagree)	a3r	0.5424	0.4964	0.5884	0.5022	0.4558	0.5486	0.3108	3846

A5-Men with many women are real men (%Disagree)	a5r	0.9112	0.8877	0.9347	0.9516	0.9307	0.9725	0.0395	3845
A6-Men have right to get sex for gifts (%Disagree)	a6r	0.6336	0.5948	0.6725	0.675	0.6147	0.7353	0.2776	3846
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	cn7r	0.6188	0.5824	0.6552	0.6516	0.5944	0.7088	0.2951	3846
CN9-Leaders discourage multiple partners (%Very often/sometimes)	cn9r	0.3348	0.2854	0.3843	0.4581	0.4108	0.5053	0.0017	3845
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	cn10r	0.3306	0.2871	0.3741	0.4735	0.4183	0.5287	0.0003	3843
B6-Number of lifetime partners	lifep	5.4331	4.79	6.0762	4.4704	3.8583	5.0824	0.0416	3612
B1-Age at first sex	firstsex	18.0691	17.8087	18.3295	18.0141	17.6765	18.3518	0.8006	3335
Age difference between partner 1 and respondent	agediff_p1	1.2083	0.5819	1.8348	1.2204	0.5573	1.8835	0.9814	2889
Age difference between partner 2 and respondent	agediff_p2	-0.2076	-1.2817	0.8665	-0.7165	-1.9758	0.5429	0.6184	771
Age difference between partner 3 and respondent	agediff_p3	-1.2692	-2.5159	-0.0224	-2.1591	-4.6302	0.312	0.521	388

Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to Any Radio Drama (Vs. None)</b>									
B2-Multiple partners (past 12 months)	mp1	0.3037	0.2829	0.3244	0.2791	0.2347	0.3235	0.3749	3282
B4-Multiple partners (past month)	mp2	0.1052	0.0843	0.126	0.1055	0.0734	0.1377	0.9839	3061
B3-More than one partner within 3 months period (past 12 months)	b3r	0.1991	0.1779	0.2204	0.204	0.1649	0.243	0.8348	3060
B5-Reports currently having more than one partner	cpsr	0.1445	0.1245	0.1645	0.1533	0.1213	0.1853	0.6323	3063
B14-Reports currently having sex with 2 or more recent partners (calendar)	cppt	0.1592	0.1402	0.1782	0.155	0.1184	0.1916	0.8334	3061
B8- Wife has other sexual partner (%yes/suspect)	w_othp	0.1495	0.1049	0.194	0.1435	0.09	0.1971	0.8516	706
B9- Husband has other wife (%yes/suspect)	h_othw	0.0969	0.0693	0.1245	0.0824	0.0449	0.1199	0.4591	1049
B9- Husband has other sexual partner (%yes/suspect)	h_othp	0.2162	0.1758	0.2567	0.1634	0.1061	0.2206	0.1663	1096
B20-Received gifts for sex from any partner	get_any	0.2075	0.167	0.2481	0.1534	0.113	0.1937	0.0247	3060
B21-Gave gifts for sex to any partner	give_any	0.1551	0.1296	0.1805	0.1485	0.1084	0.1886	0.7972	3058
10+ age difference between resp. and any partner	age10any	0.1288	0.103	0.1547	0.1652	0.1247	0.2057	0.1469	2819
10+ age difference between resp. and regular partner	age10reg	0.1197	0.0928	0.1467	0.1615	0.1195	0.2035	0.1257	2798
K5-Multiple sexual partners increase HIV risk (%True)	k5r	0.9378	0.9246	0.9511	0.938	0.9113	0.9647	0.991	3684
A1-Most married men faithful to wives (%Agree)	a1r	0.2674	0.2431	0.2917	0.2227	0.1842	0.2612	0.0854	3685
A2-Can resist temptation of sex with person besides main partner (%Agree)	a2r	0.7264	0.7006	0.7523	0.7412	0.698	0.7844	0.5876	3684
A3-Need someone to fill gap (%Disagree)	a3r	0.5179	0.4819	0.554	0.5032	0.4584	0.548	0.6186	3685
A5-Men with many women are real men (%Disagree)	a5r	0.9075	0.8902	0.9248	0.9443	0.9208	0.9678	0.0323	3684

A6-Men have right to get sex for gifts (%Disagree)	a6r	0.6208	0.5971	0.6445	0.679	0.6229	0.7352	0.0911	3685
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	cn7r	0.6411	0.6172	0.665	0.6474	0.5949	0.6999	0.8215	3685
CN9-Leaders discourage multiple partners (%Very often/sometimes)	cn9r	0.3602	0.3297	0.3907	0.4147	0.3762	0.4533	0.0244	3684
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	cn10r	0.3683	0.3445	0.3921	0.4369	0.3913	0.4825	0.0057	3682
B6-Number of lifetime partners	lifep	5.5696	5.0528	6.0863	4.6454	4.0374	5.2533	0.0088	3478
B1-Age at first sex	firstsex	17.8586	17.6945	18.0227	17.957	17.7011	18.213	0.4796	3193
Age difference between partner 1 and respondent	agediff_p1	1.1605	0.7932	1.5278	1.0546	0.49	1.6192	0.7424	2766
Age difference between partner 2 and respondent	agediff_p2	-0.6781	-1.3722	0.0159	-1.0413	-2.5017	0.4191	0.6939	748
Age difference between partner 3 and respondent	agediff_p3	-1.2952	-2.0144	-0.5761	-2.9005	-5.1016	-0.6994	0.1617	383

Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to Any Television (Vs. None)</b>									
B2-Multiple partners (past 12 months)	mp1	0.301	0.2843	0.3176	0.2724	0.2211	0.3237	0.3009	3562
B4-Multiple partners (past month)	mp2	0.1005	0.0832	0.1177	0.1394	0.0915	0.1872	0.0639	3317
B3-More than one partner within 3 months period (past 12 months)	b3r	0.1975	0.1774	0.2176	0.2229	0.1648	0.281	0.4279	3317
B5-Reports currently having more than one partner	cpsr	0.1425	0.1254	0.1596	0.1879	0.1443	0.2315	0.0226	3320
B14-Reports currently having sex with 2 or more recent partners (calendar)	cppt	0.1548	0.1377	0.1719	0.2005	0.1541	0.2469	0.0317	3320
B8- Wife has other sexual partner (%yes/suspect)	w_othp	0.1413	0.1043	0.1782	0.163	0.0503	0.2758	0.7065	785
B9- Husband has other wife (%yes/suspect)	h_othw	0.0977	0.0709	0.1245	0.0729	0.0256	0.1203	0.3827	1126
B9- Husband has other sexual partner (%yes/suspect)	h_othp	0.2042	0.1706	0.2378	0.1821	0.0996	0.2646	0.6445	1177
B20-Received gifts for sex from any partner	get_any	0.2024	0.1646	0.2401	0.2385	0.1566	0.3205	0.228	3319
B21-Gave gifts for sex to any partner	give_any	0.1579	0.1354	0.1805	0.2018	0.1357	0.2679	0.1129	3315
10+ age difference between resp. and any partner	age10any	0.1432	0.1225	0.1639	0.1425	0.0982	0.1869	0.9753	3054
10+ age difference between resp. and regular partner	age10reg	0.1351	0.1148	0.1554	0.1433	0.0963	0.1902	0.7424	3034
K5-Multiple sexual partners increase HIV risk (%True)	k5r	0.9334	0.9212	0.9455	0.9669	0.9422	0.9916	0.0299	3990
A1-Most married men faithful to wives (%Agree)	a1r	0.2641	0.2434	0.2847	0.2674	0.2032	0.3317	0.923	3991
A2-Can resist temptation of sex with person besides main partner (%Agree)	a2r	0.7377	0.7161	0.7593	0.7037	0.6601	0.7473	0.15	3990
A3-Need someone to fill gap (%Disagree)	a3r	0.5172	0.4885	0.5459	0.5254	0.4468	0.6039	0.8351	3991
A5-Men with many women are real men (%Disagree)	a5r	0.9067	0.8912	0.9221	0.9447	0.915	0.9745	0.0459	3990
A6-Men have right to get sex for gifts (%Disagree)	a6r	0.6288	0.6076	0.65	0.6065	0.5505	0.6624	0.4595	3991

CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	cn7r	0.6431	0.6181	0.668	0.6327	0.5726	0.6928	0.755	3991
CN9-Leaders discourage multiple partners (%Very often/sometimes)	cn9r	0.3729	0.3468	0.3989	0.4031	0.3379	0.4683	0.4165	3990
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	cn10r	0.385	0.3633	0.4067	0.42	0.3456	0.4944	0.3715	3988
B6-Number of lifetime partners	lifep	5.2154	4.8042	5.6265	5.752	3.8034	7.7006	0.5919	3752
B1-Age at first sex	firstsex	17.9177	17.7614	18.0741	18.3236	17.7621	18.8851	0.1471	3461
Age difference between partner 1 and respondent	agediff_p1	1.1241	0.7889	1.4594	1.0468	0.411	1.6825	0.8284	2998
Age difference between partner 2 and respondent	agediff_p2	-0.9555	-1.5334	-0.3775	0.7839	-0.734	2.3018	0.0236	802
Age difference between partner 3 and respondent	agediff_p3	-1.762	-2.5749	-0.9491	-0.3712	-1.9337	1.1914	0.1098	405



Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Print (Vs. None)</b>									
B2-Multiple partners (past 12 months)	mp1	0.3195	0.2927	0.3463	0.2738	0.2427	0.3049	0.0643	3562
B4-Multiple partners (past month)	mp2	0.1243	0.1023	0.1462	0.081	0.057	0.1049	0.0064	3317
B3-More than one partner within 3 months period (past 12 months)	b3r	0.2118	0.1867	0.237	0.1873	0.1553	0.2193	0.281	3317
B5-Reports currently having more than one partner	cpsr	0.1506	0.1282	0.173	0.1441	0.1184	0.1698	0.703	3320
B14-Reports currently having sex with 2 or more recent partners (calendar)	cppt	0.1693	0.1463	0.1923	0.1469	0.1211	0.1727	0.2097	3320
B8- Wife has other sexual partner (%yes/suspect)	w_othp	0.163	0.1169	0.2091	0.103	0.0578	0.1482	0.0844	785
B9- Husband has other wife (%yes/suspect)	h_othw	0.1124	0.0766	0.1482	0.0847	0.0559	0.1136	0.1651	1126
B9- Husband has other sexual partner (%yes/suspect)	h_othp	0.1908	0.1449	0.2367	0.2093	0.1655	0.2531	0.5841	1177
B20-Received gifts for sex from any partner	get_any	0.2058	0.1579	0.2538	0.2068	0.1652	0.2484	0.9629	3319
B21-Gave gifts for sex to any partner	give_any	0.1693	0.1437	0.1948	0.1554	0.1228	0.1879	0.3982	3315
10+ age difference between resp. and any partner	age10any	0.1445	0.1202	0.1689	0.1417	0.1121	0.1712	0.8786	3054
10+ age difference between resp. and regular partner	age10reg	0.1353	0.1112	0.1595	0.1365	0.1076	0.1655	0.9478	3034
K5-Multiple sexual partners increase HIV risk (%True)	k5r	0.9345	0.9183	0.9507	0.9369	0.9171	0.9568	0.8576	3990
A1-Most married men faithful to wives (%Agree)	a1r	0.2899	0.2623	0.3175	0.2339	0.2048	0.263	0.0081	3991
A2-Can resist temptation of sex with person besides main partner (%Agree)	a2r	0.711	0.6821	0.7399	0.7609	0.7297	0.7922	0.0328	3990
A3-Need someone to fill gap (%Disagree)	a3r	0.5039	0.473	0.5348	0.5325	0.4838	0.5812	0.335	3991
A5-Men with many women are real men (%Disagree)	a5r	0.9086	0.8921	0.9251	0.9106	0.8881	0.9331	0.8764	3990
A6-Men have right to get sex for gifts (%Disagree)	a6r	0.6458	0.6154	0.6763	0.6061	0.5716	0.6407	0.1297	3991

CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	cn7r	0.6214	0.5883	0.6545	0.6648	0.6257	0.7038	0.1216	3991
CN9-Leaders discourage multiple partners (%Very often/sometimes)	cn9r	0.3701	0.3338	0.4065	0.3817	0.3512	0.4122	0.6364	3990
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	cn10r	0.382	0.3504	0.4135	0.3949	0.3622	0.4276	0.602	3988
B6-Number of lifetime partners	lifep	5.2714	4.7883	5.7545	5.266	4.6593	5.8727	0.9875	3752
B1-Age at first sex	firstsex	17.9298	17.7245	18.1352	17.9896	17.7521	18.227	0.6941	3461
Age difference between partner 1 and respondent	agediff_p1	0.7564	0.3541	1.1587	1.453	1.0251	1.8809	0.0152	2998
Age difference between partner 2 and respondent	agediff_p2	-1.2445	-2.0484	-0.4407	-0.1257	-0.9866	0.7352	0.0753	802
Age difference between partner 3 and respondent	agediff_p3	-2.3289	-3.3399	-1.3179	-0.4862	-1.6444	0.672	0.0257	405

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Media Channel (Vs. None)</b>									
B2-Multiple partners (past 12 months)	mp1	0.2856	0.2293	0.3419	0.3246	0.2992	0.35	0.273	3472
B4-Multiple partners (past month)	mp2	0.0949	0.0699	0.12	0.1265	0.102	0.1511	0.0719	3236
B3-More than one partner within 3 months period (past 12 months)	b3r	0.1759	0.1389	0.213	0.2275	0.1989	0.2561	0.0413	3237
B5-Reports currently having more than one partner	cpsr	0.1196	0.0889	0.1503	0.177	0.1495	0.2044	0.0102	3239
B14-Reports currently having sex with 2 or more recent partners (calendar)	cppt	0.1534	0.1169	0.1898	0.1766	0.1477	0.2055	0.3747	3239
B8- Wife has other sexual partner (%yes/suspect)	w_othp	0.2003	0.1164	0.2841	0.1298	0.0754	0.1842	0.1761	752
B9- Husband has other wife (%yes/suspect)	h_othw	0.135	0.0705	0.1995	0.1013	0.0631	0.1394	0.27	1111
B9- Husband has other sexual partner (%yes/suspect)	h_othp	0.1828	0.1086	0.257	0.2383	0.1858	0.2908	0.1998	1162
B20-Received gifts for sex from any partner	get_any	0.2128	0.1571	0.2685	0.174	0.1316	0.2165	0.21	3238
B21-Gave gifts for sex to any partner	give_any	0.1799	0.1325	0.2274	0.1351	0.1052	0.1651	0.1275	3234
10+ age difference between resp. and any partner	age10any	0.1426	0.095	0.1901	0.1466	0.116	0.1772	0.9012	2978
10+ age difference between resp. and regular partner	age10reg	0.1218	0.0776	0.166	0.1434	0.1123	0.1745	0.4772	2956
K5-Multiple sexual partners increase HIV risk (%True)	k5r	0.9251	0.9012	0.9491	0.9442	0.9245	0.9639	0.2219	3887
A1-Most married men faithful to wives (%Agree)	a1r	0.31	0.2667	0.3533	0.2485	0.2171	0.2798	0.0209	3888
A2-Can resist temptation of sex with person besides main partner (%Agree)	a2r	0.7065	0.6585	0.7545	0.7228	0.6954	0.7502	0.5154	3887
A3-Need someone to fill gap (%Disagree)	a3r	0.5289	0.4713	0.5866	0.5053	0.4659	0.5448	0.5456	3888
A5-Men with many women are real men (%Disagree)	a5r	0.9157	0.8927	0.9386	0.9062	0.8793	0.9331	0.6299	3887
A6-Men have right to get sex for gifts (%Disagree)	a6r	0.6497	0.5986	0.7008	0.6532	0.6206	0.6859	0.9012	3888

CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	cn7r	0.6097	0.5587	0.6606	0.6442	0.6085	0.6799	0.2631	3888
CN9-Leaders discourage multiple partners (%Very often/sometimes)	cn9r	0.3385	0.2685	0.4085	0.3842	0.3503	0.418	0.232	3887
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	cn10r	0.3358	0.274	0.3976	0.3966	0.3646	0.4286	0.1084	3885
B6-Number of lifetime partners	lifep	4.7675	4.0754	5.4597	5.4137	4.8935	5.9339	0.1243	3653
B1-Age at first sex	firstsex	18.0772	17.7801	18.3743	17.8693	17.6374	18.1013	0.2708	3373
Age difference between partner 1 and respondent	agediff_p1	1.1376	0.3959	1.8793	0.6763	0.2254	1.1273	0.2867	2922
Age difference between partner 2 and respondent	agediff_p2	-0.3208	-1.6783	1.0367	-1.5044	-2.3471	-0.6617	0.1499	779
Age difference between partner 3 and respondent	agediff_p3	-1.0002	-2.4585	0.458	-3.2434	-4.66	-1.8268	0.0462	391

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Media Channel (Vs. None)</b>									
B2-Multiple partners (past 12 months)	mp1	0.2856	0.2293	0.3419	0.2741	0.2361	0.3121	0.7901	3472
B4-Multiple partners (past month)	mp2	0.0949	0.0699	0.12	0.0905	0.0622	0.1189	0.8172	3236
B3-More than one partner within 3 months period (past 12 months)	b3r	0.1759	0.1389	0.213	0.1892	0.1543	0.2242	0.6567	3237
B5-Reports currently having more than one partner	cpsr	0.1196	0.0889	0.1503	0.1451	0.1154	0.1748	0.2874	3239
B14-Reports currently having sex with 2 or more recent partners (calendar)	cppt	0.1534	0.1169	0.1898	0.1428	0.1126	0.1731	0.6971	3239
B8- Wife has other sexual partner (%yes/suspect)	w_othp	0.2003	0.1164	0.2841	0.1112	0.0583	0.1641	0.1116	752
B9- Husband has other wife (%yes/suspect)	h_othw	0.135	0.0705	0.1995	0.0684	0.0443	0.0926	0.0373	1111
B9- Husband has other sexual partner (%yes/suspect)	h_othp	0.1828	0.1086	0.257	0.1839	0.1393	0.2286	0.9825	1162
B20-Received gifts for sex from any partner	get_any	0.2128	0.1571	0.2685	0.203	0.1566	0.2494	0.7661	3238
B21-Gave gifts for sex to any partner	give_any	0.1799	0.1325	0.2274	0.1569	0.1212	0.1926	0.4651	3234
10+ age difference between resp. and any partner	age10any	0.1426	0.095	0.1901	0.1325	0.1028	0.1622	0.7406	2978
10+ age difference between resp. and regular partner	age10reg	0.1218	0.0776	0.166	0.1293	0.0997	0.1589	0.8023	2956
K5-Multiple sexual partners increase HIV risk (%True)	k5r	0.9251	0.9012	0.9491	0.95	0.9278	0.9721	0.1687	3887
A1-Most married men faithful to wives (%Agree)	a1r	0.31	0.2667	0.3533	0.227	0.1961	0.2578	0.0056	3888
A2-Can resist temptation of sex with person besides main partner (%Agree)	a2r	0.7065	0.6585	0.7545	0.7649	0.7291	0.8008	0.0926	3887
A3-Need someone to fill gap (%Disagree)	a3r	0.5289	0.4713	0.5866	0.5215	0.465	0.5781	0.8735	3888
A5-Men with many women are real men (%Disagree)	a5r	0.9157	0.8927	0.9386	0.9273	0.9048	0.9498	0.5118	3887
A6-Men have right to get sex for gifts (%Disagree)	a6r	0.6497	0.5986	0.7008	0.6026	0.5625	0.6426	0.2372	3888

CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	cn7r	0.6097	0.5587	0.6606	0.6753	0.6335	0.7171	0.0806	3888
CN9-Leaders discourage multiple partners (%Very often/sometimes)	cn9r	0.3385	0.2685	0.4085	0.4007	0.363	0.4384	0.1812	3887
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	cn10r	0.3358	0.274	0.3976	0.4188	0.3807	0.4569	0.0572	3885
B6-Number of lifetime partners	lifep	4.7675	4.0754	5.4597	5.5269	4.7076	6.3462	0.2206	3653
B1-Age at first sex	firstsex	18.0772	17.7801	18.3743	17.9271	17.6706	18.1835	0.4759	3373
Age difference between partner 1 and respondent	agediff_p1	1.1376	0.3959	1.8793	1.6006	1.084	2.1171	0.3419	2922
Age difference between partner 2 and respondent	agediff_p2	-0.3208	-1.6783	1.0367	-0.0947	-1.0548	0.8654	0.8102	779
Age difference between partner 3 and respondent	agediff_p3	-1.0002	-2.4585	0.458	-0.5471	-1.6524	0.5581	0.6573	391

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any SAfAIDS</b>									
B2-Multiple partners (past 12 months)	mp1	0.2917	0.2736	0.3099	0.3197	0.2681	0.3713	0.3363	3562
B4-Multiple partners (past month)	mp2	0.1027	0.0835	0.1219	0.1113	0.0688	0.1539	0.711	3317
B3-More than one partner within 3 months period (past 12 months)	b3r	0.1906	0.1725	0.2087	0.2378	0.1993	0.2764	0.0145	3317
B5-Reports currently having more than one partner	cpsr	0.1438	0.1259	0.1616	0.1624	0.1251	0.1996	0.3286	3320
B14-Reports currently having sex with 2 or more recent partners (calendar)	cppt	0.1612	0.1428	0.1796	0.1527	0.0973	0.2081	0.7854	3320
B8- Wife has other sexual partner (%yes/suspect)	w_othp	0.1468	0.1065	0.187	0.1272	0.0582	0.1962	0.6396	785
B9- Husband has other wife (%yes/suspect)	h_othw	0.0918	0.0623	0.1213	0.1081	0.0723	0.1438	0.4395	1126
B9- Husband has other sexual partner (%yes/suspect)	h_othp	0.1914	0.1528	0.2301	0.2354	0.1753	0.2956	0.251	1177
B20-Received gifts for sex from any partner	get_any	0.1868	0.1485	0.2252	0.2788	0.2058	0.3518	0.0058	3319
B21-Gave gifts for sex to any partner	give_any	0.1542	0.1322	0.1762	0.1955	0.1365	0.2545	0.1264	3315
10+ age difference between resp. and any partner	age10any	0.137	0.1162	0.1578	0.1648	0.1252	0.2045	0.1566	3054
10+ age difference between resp. and regular partner	age10reg	0.1276	0.1081	0.1471	0.1653	0.1243	0.2064	0.0527	3034
K5-Multiple sexual partners increase HIV risk (%True)	k5r	0.9317	0.9179	0.9454	0.9577	0.9412	0.9742	0.0216	3990
A1-Most married men faithful to wives (%Agree)	a1r	0.2717	0.2498	0.2936	0.234	0.1879	0.2802	0.1645	3991
A2-Can resist temptation of sex with person besides main partner (%Agree)	a2r	0.7305	0.7063	0.7547	0.7493	0.7056	0.793	0.4897	3990
A3-Need someone to fill gap (%Disagree)	a3r	0.5298	0.4958	0.5637	0.4727	0.4215	0.5239	0.0715	3991
A5-Men with many women are real men (%Disagree)	a5r	0.9068	0.89	0.9236	0.9229	0.8924	0.9535	0.3844	3990
A6-Men have right to get sex for gifts (%Disagree)	a6r	0.6307	0.6057	0.6557	0.6108	0.5632	0.6583	0.5022	3991

CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	cn7r	0.6296	0.6049	0.6543	0.6969	0.6445	0.7492	0.0247	3991
CN9-Leaders discourage multiple partners (%Very often/sometimes)	cn9r	0.3674	0.3367	0.3982	0.4075	0.3623	0.4527	0.1933	3990
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	cn10r	0.3746	0.3489	0.4004	0.4398	0.398	0.4817	0.0128	3988
B6-Number of lifetime partners	lifep	5.2457	4.8026	5.6887	5.358	4.5819	6.134	0.7697	3752
B1-Age at first sex	firstsex	18.0129	17.8553	18.1706	17.77	17.4441	18.0959	0.1128	3461
Age difference bewteen partner 1 and respondent	agediff_p1	1.1987	0.8308	1.5666	0.8271	0.1947	1.4594	0.336	2998
Age difference bewteen partner 2 and respondent	agediff_p2	-0.64	-1.3935	0.1134	-1.0567	-2.4063	0.293	0.6362	802
Age difference bewteen partner 3 and respondent	agediff_p3	-1.6614	-2.5325	-0.7903	-1.1748	-2.6545	0.3049	0.5842	405



Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any CMT</b>								
B2-Multiple partners (past 12 months)	0.2982	0.281	0.3154	0.2924	0.2315	0.3534	0.8601	3562
B4-Multiple partners (past month)	0.1047	0.0867	0.1227	0.1025	0.0574	0.1476	0.9224	3317
B3-More than one partner within 3 months period (past 12 months)	0.1964	0.1796	0.2132	0.2449	0.1527	0.3371	0.2728	3317
B5-Reports currently having more than one partner	0.1459	0.1287	0.1631	0.1666	0.1239	0.2093	0.298	3320
B14-Reports currently having sex with 2 or more recent partners (calendar)	0.1584	0.1399	0.1769	0.1719	0.1089	0.235	0.6862	3320
B8- Wife has other sexual partner (%yes/suspect)	0.1433	0.1069	0.1796	0.1406	0.0457	0.2356	0.9571	785
B9- Husband has other wife (%yes/suspect)	0.0978	0.0711	0.1246	0.0548	0.0054	0.1041	0.2147	1126
B9- Husband has other sexual partner (%yes/suspect)	0.1954	0.1644	0.2265	0.3001	0.1666	0.4336	0.1015	1177
B20-Received gifts for sex from any partner	0.2067	0.1666	0.2468	0.2018	0.1303	0.2733	0.8782	3319
B21-Gave gifts for sex to any partner	0.1617	0.1381	0.1852	0.1751	0.1063	0.2438	0.6726	3315
10+ age difference between resp. and any partner	0.1392	0.1198	0.1586	0.1871	0.1332	0.2411	0.0421	3054
10+ age difference between resp. and regular partner	0.1311	0.112	0.1502	0.1916	0.1329	0.2502	0.0217	3034
K5-Multiple sexual partners increase HIV risk (%True)	0.9339	0.9213	0.9466	0.9649	0.9386	0.9912	0.0828	3990
A1-Most married men faithful to wives (%Agree)	0.2671	0.2465	0.2878	0.2253	0.1637	0.287	0.2308	3991
A2-Can resist temptation of sex with person besides main partner (%Agree)	0.737	0.7173	0.7567	0.7015	0.6318	0.7711	0.2808	3990
A3-Need someone to fill gap (%Disagree)	0.5204	0.4938	0.547	0.4888	0.3878	0.5898	0.5014	3991
A5-Men with many women are real men (%Disagree)	0.9086	0.8934	0.9238	0.9229	0.8875	0.9583	0.4622	3990
A6-Men have right to get sex for gifts (%Disagree)	0.6302	0.608	0.6524	0.5821	0.5075	0.6566	0.2488	3991

CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	0.6391	0.6146	0.6636	0.6854	0.6077	0.7631	0.2727	3991
CN9-Leaders discourage multiple partners (%Very often/sometimes)	0.3772	0.3528	0.4016	0.3628	0.2951	0.4305	0.695	3990
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	0.3856	0.3643	0.4069	0.4238	0.3399	0.5077	0.3778	3988
B6-Number of lifetime partners	5.304	4.8423	5.7658	4.8534	3.7516	5.9553	0.4659	3752
B1-Age at first sex	17.9599	17.79	18.1298	17.9648	17.5616	18.368	0.9811	3461
Age difference between partner 1 and respondent	1.1322	0.8026	1.4619	0.9383	0.1295	1.747	0.6622	2998
Age difference between partner 2 and respondent	-1.1269	-1.6879	-0.5659	3.0417	0.9744	5.1089	0.0001	802
Age difference between partner 3 and respondent	-1.9071	-2.6753	-1.1389	1.1326	-1.0582	3.3235	0.0081	405

## OTHER HIV RISK FACTORS

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Radio Show (Vs. None)</b>								
A13-Worried about becoming HIV infected (%Worried)	0.4712	0.4215	0.521	0.4377	0.4066	0.4687	0.2811	3673
A14-Likely to be infected now (%High/Med)	0.1873	0.1543	0.2203	0.2045	0.1787	0.2302	0.4539	3581
K2-STIs decrease HIV infection (%False)	0.7828	0.7528	0.8127	0.7707	0.7228	0.8186	0.6617	3846
K6-TB can't be cured if HIV+ (%False)	0.5055	0.4625	0.5485	0.4477	0.4041	0.4913	0.0369	3846
K10 Risk of contracting HIV decreases for a circumcised man	0.3762	0.3313	0.4211	0.3791	0.3404	0.4179	0.9297	3844
K11-Knows where to get information about HIV/AIDS	0.7559	0.7179	0.794	0.755	0.7144	0.7957	0.9707	3846

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Radio Shows (Vs. None)</b>								
A13-Worried about becoming HIV infected (%Worried)	0.4712	0.4215	0.521	0.4496	0.4035	0.4958	0.5619	3673
A14-Likely to be infected now (%High/Med)	0.1873	0.1543	0.2203	0.2203	0.1779	0.2627	0.2041	3581
K2-STIs decrease HIV infection (%False)	0.7828	0.7528	0.8127	0.7862	0.7506	0.8218	0.8917	3846
K6-TB can't be cured if HIV+ (%False)	0.5055	0.4625	0.5485	0.4643	0.4121	0.5165	0.2807	3846
K10 Risk of contracting HIV decreases for a circumcised man	0.3762	0.3313	0.4211	0.4005	0.3347	0.4662	0.5554	3844
K11-Knows where to get information about HIV/AIDS	0.7559	0.7179	0.794	0.7827	0.744	0.8213	0.3636	3846

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Radio Drama (Vs. None)</b>								
A13-Worried about becoming HIV infected (%Worried)	0.4496	0.4206	0.4786	0.4703	0.4231	0.5174	0.4466	3517
A14-Likely to be infected now (%High/Med)	0.1945	0.1759	0.2131	0.223	0.1825	0.2634	0.1545	3429
K2-STIs decrease HIV infection (%False)	0.7749	0.7455	0.8043	0.7883	0.7514	0.8251	0.5739	3685
K6-TB can't be cured if HIV+ (%False)	0.4798	0.4429	0.5168	0.4628	0.4147	0.5108	0.5673	3685
K10 Risk of contracting HIV decreases for a circumcised man	0.3748	0.3451	0.4046	0.3896	0.3281	0.4511	0.6361	3683
K11-Knows where to get information about HIV/AIDS	0.7509	0.7188	0.783	0.7789	0.739	0.8188	0.2688	3685

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Television (Vs. None)</b>								
A13-Worried about becoming HIV infected (%Worried)	0.4532	0.4262	0.4803	0.5436	0.4763	0.611	0.0071	3816
A14-Likely to be infected now (%High/Med)	0.1962	0.175	0.2174	0.2104	0.1528	0.268	0.6449	3723
K2-STIs decrease HIV infection (%False)	0.7721	0.7485	0.7956	0.7735	0.7205	0.8265	0.961	3991
K6-TB can't be cured if HIV+ (%False)	0.47	0.4374	0.5025	0.4715	0.3865	0.5564	0.9761	3991
K10 Risk of contracting HIV decreases for a circumcised man	0.3752	0.3458	0.4046	0.4531	0.3968	0.5094	0.0135	3989
K11-Knows where to get information about HIV/AIDS	0.7513	0.7269	0.7756	0.7752	0.7012	0.8491	0.4997	3991

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Print (Vs. None)</b>								
A13-Worried about becoming HIV infected (%Worried)	0.4511	0.416	0.4862	0.4739	0.4354	0.5125	0.3649	3816
A14-Likely to be infected now (%High/Med)	0.1844	0.1566	0.2122	0.2119	0.1799	0.2438	0.2279	3723
K2-STIs decrease HIV infection (%False)	0.7625	0.7308	0.7942	0.7851	0.758	0.8122	0.2572	3991
K6-TB can't be cured if HIV+ (%False)	0.4566	0.4161	0.497	0.4836	0.4467	0.5205	0.3236	3991
K10 Risk of contracting HIV decreases for a circumcised man	0.3528	0.3215	0.3841	0.414	0.374	0.4541	0.0131	3989
K11-Knows where to get information about HIV/AIDS	0.7678	0.7439	0.7916	0.7313	0.6905	0.7721	0.0756	3991

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Media Channel (Vs. None)</b>								
A13-Worried about becoming HIV infected (%Worried)	0.4127	0.3553	0.4702	0.4868	0.4479	0.5257	0.0416	3715
A14-Likely to be infected now (%High/Med)	0.1716	0.1295	0.2136	0.215	0.184	0.246	0.0948	3622
K2-STIs decrease HIV infection (%False)	0.7876	0.7537	0.8215	0.7648	0.7326	0.7971	0.2715	3888
K6-TB can't be cured if HIV+ (%False)	0.5003	0.4497	0.5508	0.4452	0.4039	0.4864	0.0326	3888
K10 Risk of contracting HIV decreases for a circumcised man	0.3259	0.2847	0.3672	0.3772	0.3358	0.4185	0.0725	3886
K11-Knows where to get information about HIV/AIDS	0.7781	0.7381	0.8181	0.7483	0.7182	0.7784	0.2728	3888

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Media Channels (Vs. None)</b>								
A13-Worried about becoming HIV infected (%Worried)	0.4127	0.3553	0.4702	0.4539	0.4108	0.497	0.2392	3715
A14-Likely to be infected now (%High/Med)	0.1716	0.1295	0.2136	0.2105	0.1758	0.2451	0.1869	3622
K2-STIs decrease HIV infection (%False)	0.7876	0.7537	0.8215	0.7888	0.7571	0.8204	0.9567	3888
K6-TB can't be cured if HIV+ (%False)	0.5003	0.4497	0.5508	0.4836	0.4407	0.5266	0.6465	3888
K10 Risk of contracting HIV decreases for a circumcised man	0.3259	0.2847	0.3672	0.4237	0.3775	0.47	0.0029	3886
K11-Knows where to get information about HIV/AIDS	0.7781	0.7381	0.8181	0.7535	0.7059	0.8012	0.3804	3888

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any SAfAIDS</b>								
A13-Worried about becoming HIV infected (%Worried)	0.4516	0.4205	0.4828	0.504	0.4584	0.5496	0.0549	3816
A14-Likely to be infected now (%High/Med)	0.1893	0.1648	0.2138	0.229	0.1811	0.2769	0.1703	3723
K2-STIs decrease HIV infection (%False)	0.7696	0.7448	0.7944	0.7846	0.7371	0.8321	0.5771	3991
K6-TB can't be cured if HIV+ (%False)	0.4687	0.4349	0.5025	0.4756	0.4325	0.5188	0.8092	3991
K10 Risk of contracting HIV decreases for a circumcised man	0.3865	0.3589	0.4142	0.3712	0.3244	0.4181	0.4943	3989
K11-Knows where to get information about HIV/AIDS	0.7466	0.7217	0.7715	0.7828	0.7362	0.8295	0.1082	3991

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any CMT</b>								
A13-Worried about becoming HIV infected (%Worried)	0.455	0.4276	0.4824	0.5501	0.4627	0.6376	0.0348	3816
A14-Likely to be infected now (%High/Med)	0.1887	0.168	0.2095	0.2999	0.2363	0.3635	0.0004	3723
K2-STIs decrease HIV infection (%False)	0.7715	0.7481	0.7948	0.7847	0.7237	0.8456	0.6875	3991
K6-TB can't be cured if HIV+ (%False)	0.4708	0.443	0.4986	0.4619	0.3862	0.5375	0.8102	3991
K10 Risk of contracting HIV decreases for a circumcised man	0.3741	0.3464	0.4018	0.4932	0.4167	0.5696	0.0025	3989
K11-Knows where to get information about HIV/AIDS	0.7542	0.7285	0.78	0.7301	0.6608	0.7994	0.4862	3991

## HIV COMMUNICATION

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Radio Show (Vs. None)</b>								
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	0.6152	0.5711	0.6593	0.6599	0.6188	0.7009	0.0975	3298
B26-Discussed HIV/AIDS with Kids (%Very often/often)	0.2502	0.1844	0.3161	0.2763	0.2304	0.3223	0.5353	1578
B27-Discussed HIV/AIDS with friends (%Very often/often)	0.5793	0.5479	0.6106	0.6288	0.592	0.6657	0.0819	3841
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	0.7259	0.6958	0.7559	0.8006	0.77	0.8313	0.0034	3844
A4-Sex life improves with communication with partner (%Agree)	0.9219	0.902	0.9417	0.9456	0.9217	0.9694	0.1392	3846
B22-Sexually dissatisfied with regular partner (%Very often/often)	0.1379	0.0863	0.1895	0.1601	0.1263	0.1939	0.5431	1952
B23-Sexually satisfied with regular partner (%Very often/often)	0.9318	0.9082	0.9554	0.9183	0.8752	0.9613	0.5395	1956



Variable	Proportion	Unexposed		Proportion	Exposed		p-value	N
		Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to Two Radio Shows (Vs. None)</b>								
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	0.6152	0.5711	0.6593	0.7108	0.6454	0.7762	0.0141	3298
B26-Discussed HIV/AIDS with Kids (%Very often/often)	0.2502	0.1844	0.3161	0.3362	0.2565	0.416	0.0724	1578
B27-Discussed HIV/AIDS with friends (%Very often/often)	0.5793	0.5479	0.6106	0.667	0.5947	0.7393	0.0352	3841
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	0.7259	0.6958	0.7559	0.7782	0.7236	0.8329	0.0847	3844
A4-Sex life improves with communication with partner (%Agree)	0.9219	0.902	0.9417	0.9401	0.9147	0.9655	0.3105	3846
B22-Sexually dissatisfied with regular partner (%Very often/often)	0.1379	0.0863	0.1895	0.1737	0.1271	0.2202	0.4399	1952
B23-Sexually satisfied with regular partner (%Very often/often)	0.9318	0.9082	0.9554	0.9046	0.8648	0.9443	0.2443	1956

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Radio Drama (Vs. None)</b>								
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	0.6376	0.6032	0.672	0.6697	0.6153	0.7242	0.3029	3149
B26-Discussed HIV/AIDS with Kids (%Very often/often)	0.2589	0.2203	0.2976	0.3058	0.2508	0.3607	0.0842	1487
B27-Discussed HIV/AIDS with friends (%Very often/often)	0.5972	0.576	0.6185	0.6502	0.5853	0.7151	0.1298	3680
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	0.7533	0.7352	0.7715	0.7618	0.7136	0.81	0.7201	3683
A4-Sex life improves with communication with partner (%Agree)	0.9299	0.9141	0.9456	0.9397	0.9179	0.9615	0.3834	3685
B22-Sexually dissatisfied with regular partner (%Very often/often)	0.1399	0.1108	0.1691	0.1833	0.1344	0.2322	0.2124	1852
B23-Sexually satisfied with regular partner (%Very often/often)	0.9214	0.8931	0.9498	0.9102	0.8723	0.9481	0.6409	1855

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Television (Vs. None)</b>								
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	0.6466	0.6171	0.6762	0.6225	0.5486	0.6965	0.4807	3424
B26-Discussed HIV/AIDS with Kids (%Very often/often)	0.2787	0.2366	0.3209	0.3203	0.2346	0.406	0.3161	1625
B27-Discussed HIV/AIDS with friends (%Very often/often)	0.6097	0.5873	0.6321	0.5965	0.5094	0.6836	0.7725	3986
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	0.7526	0.7331	0.7722	0.7555	0.6864	0.8246	0.937	3989
A4-Sex life improves with communication with partner (%Agree)	0.9252	0.9097	0.9407	0.931	0.8992	0.9627	0.7445	3991
B22-Sexually dissatisfied with regular partner (%Very often/often)	0.1444	0.124	0.1648	0.2084	0.1295	0.2872	0.1082	2025
B23-Sexually satisfied with regular partner (%Very often/often)	0.9212	0.8981	0.9443	0.9357	0.8873	0.9841	0.6059	2027

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Print (Vs. None)</b>								
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	0.6253	0.5897	0.6609	0.6671	0.6298	0.7044	0.0462	3424
B26-Discussed HIV/AIDS with Kids (%Very often/often)	0.2629	0.2199	0.3059	0.3006	0.2453	0.3559	0.1897	1625
B27-Discussed HIV/AIDS with friends (%Very often/often)	0.5996	0.5658	0.6334	0.6192	0.5847	0.6536	0.4594	3986
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	0.7356	0.7089	0.7623	0.7773	0.7451	0.8095	0.0618	3989
A4-Sex life improves with communication with partner (%Agree)	0.9289	0.9108	0.947	0.9207	0.8956	0.9458	0.6027	3991
B22-Sexually dissatisfied with regular partner (%Very often/often)	0.1506	0.1231	0.1781	0.1525	0.1253	0.1797	0.9263	2025
B23-Sexually satisfied with regular partner (%Very often/often)	0.9182	0.8849	0.9516	0.9271	0.9054	0.9487	0.6156	2027

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Media Channel (Vs. None)</b>								
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	0.601	0.5475	0.6544	0.6613	0.6295	0.6931	0.0196	3334
B26-Discussed HIV/AIDS with Kids (%Very often/often)	0.2463	0.1733	0.3192	0.272	0.2245	0.3196	0.5084	1594
B27-Discussed HIV/AIDS with friends (%Very often/often)	0.5651	0.5263	0.6039	0.6347	0.5987	0.6707	0.0033	3883
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	0.7069	0.6733	0.7405	0.777	0.7528	0.8011	0	3886
A4-Sex life improves with communication with partner (%Agree)	0.9253	0.9032	0.9474	0.9377	0.918	0.9574	0.3793	3888
B22-Sexually dissatisfied with regular partner (%Very often/often)	0.1598	0.0976	0.222	0.1375	0.1096	0.1653	0.519	1978
B23-Sexually satisfied with regular partner (%Very often/often)	0.9281	0.8895	0.9667	0.9177	0.887	0.9484	0.65	1982

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Media Channels (Vs. None)</b>								
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	0.601	0.5475	0.6544	0.6798	0.6342	0.7253	0.0075	3334
B26-Discussed HIV/AIDS with Kids (%Very often/often)	0.2463	0.1733	0.3192	0.3148	0.2559	0.3737	0.1589	1594
B27-Discussed HIV/AIDS with friends (%Very often/often)	0.5651	0.5263	0.6039	0.6353	0.5926	0.6781	0.0285	3883
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	0.7069	0.6733	0.7405	0.7974	0.7631	0.8318	0.0003	3886
A4-Sex life improves with communication with partner (%Agree)	0.9253	0.9032	0.9474	0.9342	0.9028	0.9657	0.674	3888
B22-Sexually dissatisfied with regular partner (%Very often/often)	0.1598	0.0976	0.222	0.1657	0.1292	0.2023	0.8935	1978
B23-Sexually satisfied with regular partner (%Very often/often)	0.9281	0.8895	0.9667	0.9194	0.8913	0.9476	0.715	1982

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any SAfAIDS</b>								
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	0.6447	0.6161	0.6734	0.6443	0.5698	0.7187	0.9894	3424
B26-Discussed HIV/AIDS with Kids (%Very often/often)	0.266	0.2247	0.3074	0.3308	0.2625	0.3991	0.0447	1625
B27-Discussed HIV/AIDS with friends (%Very often/often)	0.6042	0.582	0.6265	0.6286	0.5758	0.6814	0.3736	3986
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	0.7522	0.7331	0.7713	0.7558	0.7078	0.8038	0.8839	3989
A4-Sex life improves with communication with partner (%Agree)	0.9218	0.9058	0.9378	0.9443	0.9262	0.9625	0.0264	3991
B22-Sexually dissatisfied with regular partner (%Very often/often)	0.156	0.1338	0.1782	0.1368	0.1011	0.1725	0.3961	2025
B23-Sexually satisfied with regular partner (%Very often/often)	0.9159	0.8907	0.9412	0.9481	0.9187	0.9774	0.1221	2027

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any CMT</b>								
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	0.6471	0.6144	0.6798	0.6053	0.5332	0.6774	0.3313	3424
B26-Discussed HIV/AIDS with Kids (%Very often/often)	0.2767	0.2387	0.3147	0.345	0.2118	0.4782	0.2587	1625
B27-Discussed HIV/AIDS with friends (%Very often/often)	0.6059	0.5831	0.6286	0.6549	0.5812	0.7286	0.2162	3986
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	0.7536	0.734	0.7732	0.7361	0.6698	0.8024	0.6107	3989
A4-Sex life improves with communication with partner (%Agree)	0.9266	0.9117	0.9415	0.9088	0.8575	0.9602	0.4708	3991
B22-Sexually dissatisfied with regular partner (%Very often/often)	0.1591	0.1408	0.1773	0.0827	0.0375	0.1279	0.0098	2025
B23-Sexually satisfied with regular partner (%Very often/often)	0.9193	0.8965	0.942	0.9646	0.9311	0.998	0.0749	2027

**CONDOM USE**

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Radio Show (Vs. None)</b>								
B7-Condom use at last sex	0.4817	0.4381	0.5254	0.5604	0.5214	0.5993	0.0171	3477
Condom use at last sex with regular partner	0.4891	0.4486	0.5296	0.5467	0.5099	0.5835	0.0681	3145
Condom use at last sex with casual partner	0.788	0.7085	0.8675	0.8048	0.6828	0.9267	0.8505	198
Condom use at last sex among those with MP in past year	0.6625	0.5962	0.7287	0.7053	0.6539	0.7566	0.2802	1005
B19a-Condom use at last sex, most recent partner	0.4969	0.456	0.5378	0.5487	0.5108	0.5865	0.1106	3201
B19a-Condom use at last sex, 2nd most recent partner	0.7678	0.7106	0.8251	0.7484	0.688	0.8088	0.6968	939
B19a-Condom use at last sex, 3rd most recent partner	0.7525	0.6692	0.8358	0.7015	0.5988	0.8043	0.511	470
B19a-Always uses condom with most recent partner	0.2679	0.2323	0.3035	0.3395	0.3083	0.3706	0.0044	3204
B19b-Always uses condom with 2nd most recent partner	0.5316	0.4619	0.6014	0.5912	0.5293	0.6531	0.2455	941
B19c-Always uses condom with 3rd most recent partner	0.565	0.4782	0.6518	0.5721	0.4785	0.6656	0.9121	476
CN1-Condom use in marriage accepted (%Strongly agree/agree)	0.5948	0.5476	0.642	0.673	0.6392	0.7068	0.017	3846
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	0.6303	0.5838	0.6769	0.6634	0.6248	0.702	0.3072	3845
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	0.615	0.5735	0.6565	0.6578	0.6098	0.7058	0.1612	3846

Variable	Unexposed			Exposed			p-value	N	
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound			
<b>Exposure: Exposed to Two Radio Shows (Vs. None)</b>									
B7-Condom use at last sex	cls	0.4817	0.4381	0.5254	0.5947	0.5267	0.6627	0.0078	3477

Condom use at last sex with regular partner	0.4891	0.4486	0.5296	0.5606	0.5033	0.6179	0.0647	3145
Condom use at last sex with casual partner	0.788	0.7085	0.8675	0.7973	0.6904	0.9041	0.9087	198
Condom use at last sex among those with MP in past year	0.6625	0.5962	0.7287	0.7722	0.7032	0.8412	0.0518	1005
B19a-Condom use at last sex, most recent partner	0.4969	0.456	0.5378	0.5645	0.5071	0.6219	0.0886	3201
B19a-Condom use at last sex, 2nd most recent partner	0.7678	0.7106	0.8251	0.7727	0.7076	0.8378	0.9195	939
B19a-Condom use at last sex, 3rd most recent partner	0.7525	0.6692	0.8358	0.8037	0.7062	0.9013	0.5043	470
B19a-Always uses condom with most recent partner	0.2679	0.2323	0.3035	0.3733	0.3198	0.4269	0.002	3204
B19b-Always uses condom with 2nd most recent partner	0.5316	0.4619	0.6014	0.6032	0.5123	0.6942	0.226	941
B19c-Always uses condom with 3rd most recent partner	0.565	0.4782	0.6518	0.5666	0.412	0.7212	0.9858	476
CN1-Condom use in marriage accepted (%Strongly agree/agree)	0.5948	0.5476	0.642	0.7086	0.6671	0.7501	0.0014	3846
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	0.6303	0.5838	0.6769	0.6861	0.6314	0.7407	0.1632	3845
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	0.615	0.5735	0.6565	0.6962	0.6507	0.7417	0.0214	3846

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Radio Drama (Vs. None)</b>								
B7-Condom use at last sex	0.5156	0.489	0.5422	0.5836	0.5289	0.6382	0.0339	3324
Condom use at last sex with regular partner	0.517	0.494	0.5399	0.556	0.5091	0.6029	0.1446	3005
Condom use at last sex with casual partner	0.788	0.735	0.8411	0.776	0.6626	0.8893	0.864	191
Condom use at last sex among those with MP in past year	0.681	0.6368	0.7253	0.7595	0.7028	0.8162	0.0303	971
B19a-Condom use at last sex, most recent partner	0.5216	0.4987	0.5446	0.5603	0.513	0.6076	0.157	3058
B19a-Condom use at last sex, 2nd most recent partner	0.76	0.7255	0.7946	0.7506	0.691	0.8101	0.7943	909
B19a-Condom use at last sex, 3rd most recent partner	0.7318	0.6746	0.7891	0.7776	0.6953	0.8598	0.4199	462
B19a-Always uses condom with most recent partner	0.3037	0.2785	0.3289	0.3502	0.3042	0.3962	0.1055	3061
B19b-Always uses condom with 2nd most recent partner	0.5625	0.518	0.607	0.5679	0.4803	0.6555	0.9126	911
B19c-Always uses condom with 3rd most recent partner	0.5582	0.4924	0.624	0.5965	0.4585	0.7344	0.5937	468
CN1-Condom use in marriage accepted (%Strongly agree/agree)	0.6375	0.6101	0.665	0.6681	0.631	0.7051	0.1663	3685
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	0.6441	0.6143	0.6739	0.69	0.6442	0.7358	0.084	3684
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	0.6345	0.6008	0.6681	0.6831	0.6362	0.73	0.1049	3685



Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Television (Vs. None)</b>								
B7-Condom use at last sex	0.532	0.5073	0.5567	0.5331	0.4632	0.6029	0.9762	3608
Condom use at last sex with regular partner	0.5282	0.5069	0.5495	0.476	0.4105	0.5416	0.1292	3259
Condom use at last sex with casual partner	0.7931	0.7472	0.839	0.8136	0.7018	0.9255	0.7492	206
Condom use at last sex among those with MP in past year	0.6849	0.6448	0.7249	0.7035	0.6033	0.8037	0.7269	1045
B19a-Condom use at last sex, most recent partner	0.5302	0.5089	0.5514	0.5033	0.44	0.5666	0.4213	3316
B19a-Condom use at last sex, 2nd most recent partner	0.7573	0.7291	0.7855	0.7694	0.6593	0.8796	0.8336	975
B19a-Condom use at last sex, 3rd most recent partner	0.7579	0.7121	0.8036	0.4596	0.3306	0.5886	0	490
B19a-Always uses condom with most recent partner	0.3151	0.2939	0.3363	0.3442	0.2961	0.3922	0.2718	3319
B19b-Always uses condom with 2nd most recent partner	0.5642	0.5265	0.6019	0.6394	0.5179	0.7609	0.2373	977
B19c-Always uses condom with 3rd most recent partner	0.5823	0.5166	0.648	0.4866	0.349	0.6243	0.1965	497
CN1-Condom use in marriage accepted (%Strongly agree/agree)	0.643	0.6181	0.6678	0.7169	0.6577	0.776	0.0376	3991
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	0.6506	0.6253	0.6759	0.6995	0.6242	0.7747	0.2127	3990
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	0.6406	0.6123	0.6689	0.7007	0.6294	0.772	0.1368	3991

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Print (Vs. None)</b>								
B7-Condom use at last sex	0.5282	0.4975	0.5589	0.5361	0.4982	0.5741	0.7503	3608
Condom use at last sex with regular partner	0.5307	0.4978	0.5637	0.5156	0.4788	0.5524	0.5978	3259
Condom use at last sex with casual partner	0.8004	0.744	0.8568	0.7901	0.712	0.8682	0.8491	206
Condom use at last sex among those with MP in past year	0.6989	0.6479	0.7498	0.6661	0.5975	0.7347	0.4807	1045
B19a-Condom use at last sex, most recent partner	0.5321	0.4994	0.5649	0.523	0.4874	0.5587	0.7441	3316
B19a-Condom use at last sex, 2nd most recent partner	0.7712	0.7384	0.804	0.7335	0.6782	0.7887	0.2614	975
B19a-Condom use at last sex, 3rd most recent partner	0.741	0.6861	0.796	0.7114	0.6312	0.7915	0.5247	490
B19a-Always uses condom with most recent partner	0.3352	0.303	0.3675	0.3024	0.278	0.3268	0.1235	3319
B19b-Always uses condom with 2nd most recent partner	0.5843	0.532	0.6366	0.5539	0.4877	0.6201	0.5142	977
B19c-Always uses condom with 3rd most recent partner	0.5811	0.5077	0.6544	0.5544	0.4624	0.6465	0.6249	497
CN1-Condom use in marriage accepted (%Strongly agree/agree)	0.6078	0.5731	0.6425	0.6932	0.6568	0.7296	0.0028	3991
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	0.6256	0.5902	0.6609	0.6858	0.6467	0.725	0.0298	3990
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	0.6268	0.594	0.6595	0.6661	0.623	0.7092	0.1572	3991

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Media Channel (Vs. None)</b>								
B7-Condom use at last sex	0.4753	0.4186	0.5321	0.5626	0.5233	0.6019	0.0219	3517
Condom use at last sex with regular partner	0.5006	0.4452	0.5559	0.5503	0.5146	0.586	0.1344	3178
Condom use at last sex with casual partner	0.7518	0.6481	0.8556	0.836	0.7636	0.9083	0.1996	199
Condom use at last sex among those with MP in past year	0.6532	0.5701	0.7362	0.7476	0.6996	0.7956	0.0302	1014
B19a-Condom use at last sex, most recent partner	0.4945	0.4394	0.5497	0.5559	0.5207	0.5912	0.0655	3235
B19a-Condom use at last sex, 2nd most recent partner	0.7538	0.685	0.8225	0.7961	0.7536	0.8387	0.3541	947
B19a-Condom use at last sex, 3rd most recent partner	0.7959	0.7189	0.8729	0.7406	0.6704	0.8109	0.362	473
B19a-Always uses condom with most recent partner	0.2652	0.2132	0.3172	0.3556	0.325	0.3862	0.0019	3238
B19b-Always uses condom with 2nd most recent partner	0.486	0.4045	0.5675	0.635	0.5749	0.6951	0.0053	949
B19c-Always uses condom with 3rd most recent partner	0.5436	0.4432	0.644	0.6283	0.556	0.7006	0.1434	479
CN1-Condom use in marriage accepted (%Strongly agree/agree)	0.5551	0.4921	0.6182	0.6454	0.6109	0.6799	0.0199	3888
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	0.5838	0.5266	0.641	0.6648	0.6275	0.7022	0.0233	3887
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	0.5851	0.5366	0.6336	0.6622	0.6298	0.6945	0.0074	3888

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Media Channels (Vs. None)</b>								
B7-Condom use at last sex	0.4753	0.4186	0.5321	0.555	0.505	0.6049	0.0473	3517
Condom use at last sex with regular partner	0.5006	0.4452	0.5559	0.5252	0.4744	0.576	0.571	3178
Condom use at last sex with casual partner	0.7518	0.6481	0.8556	0.7902	0.6942	0.8861	0.6528	199
Condom use at last sex among those with MP in past year	0.6532	0.5701	0.7362	0.684	0.615	0.7531	0.6182	1014
B19a-Condom use at last sex, most recent partner	0.4945	0.4394	0.5497	0.5351	0.4853	0.5849	0.3459	3235
B19a-Condom use at last sex, 2nd most recent partner	0.7538	0.685	0.8225	0.7139	0.6496	0.7782	0.4644	947
B19a-Condom use at last sex, 3rd most recent partner	0.7959	0.7189	0.8729	0.6458	0.5435	0.7481	0.0507	473
B19a-Always uses condom with most recent partner	0.2652	0.2132	0.3172	0.3225	0.2895	0.3555	0.0826	3238
B19b-Always uses condom with 2nd most recent partner	0.486	0.4045	0.5675	0.5593	0.4872	0.6315	0.2208	949
B19c-Always uses condom with 3rd most recent partner	0.5436	0.4432	0.644	0.5164	0.4068	0.6261	0.7327	479
CN1-Condom use in marriage accepted (%Strongly agree/agree)	0.5551	0.4921	0.6182	0.717	0.679	0.755	0.0003	3888
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	0.5838	0.5266	0.641	0.6951	0.6518	0.7384	0.0089	3887
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	0.5851	0.5366	0.6336	0.679	0.6307	0.7273	0.0083	3888

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any SAfAIDS</b>								
B7-Condom use at last sex	0.5362	0.5069	0.5654	0.517	0.4639	0.5701	0.5552	3608
Condom use at last sex with regular partner	0.532	0.5062	0.5578	0.4916	0.4422	0.5409	0.186	3259
Condom use at last sex with casual partner	0.8021	0.7564	0.8479	0.7697	0.6628	0.8765	0.5801	206
Condom use at last sex among those with MP in past year	0.7032	0.6639	0.7424	0.6259	0.5333	0.7185	0.1069	1045
B19a-Condom use at last sex, most recent partner	0.5359	0.5103	0.5616	0.4977	0.4502	0.5451	0.1988	3316
B19a-Condom use at last sex, 2nd most recent partner	0.7545	0.7234	0.7857	0.7732	0.7071	0.8393	0.6235	975
B19a-Condom use at last sex, 3rd most recent partner	0.7254	0.6696	0.7812	0.7527	0.6302	0.8752	0.7099	490
B19a-Always uses condom with most recent partner	0.3198	0.297	0.3426	0.3131	0.2686	0.3576	0.7993	3319
B19b-Always uses condom with 2nd most recent partner	0.5704	0.5296	0.6113	0.5777	0.4983	0.6572	0.8658	977
B19c-Always uses condom with 3rd most recent partner	0.5725	0.4967	0.6484	0.5649	0.4603	0.6695	0.9105	497
CN1-Condom use in marriage accepted (%Strongly agree/agree)	0.6391	0.6154	0.6628	0.6932	0.6306	0.7559	0.1204	3991
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	0.645	0.6211	0.6688	0.6957	0.6378	0.7536	0.0793	3990
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	0.6342	0.6069	0.6614	0.6939	0.6398	0.748	0.0399	3991

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any CMT</b>								
B7-Condom use at last sex	0.539	0.5123	0.5656	0.446	0.3635	0.5285	0.0515	3608
Condom use at last sex with regular partner	0.5326	0.5097	0.5555	0.4131	0.3388	0.4875	0.0063	3259
Condom use at last sex with casual partner	0.8207	0.7801	0.8612	0.5734	0.4219	0.7249	0.0013	206
Condom use at last sex among those with MP in past year	0.6905	0.653	0.728	0.6357	0.4812	0.7902	0.4704	1045
B19a-Condom use at last sex, most recent partner	0.537	0.5144	0.5596	0.4188	0.3442	0.4933	0.007	3316
B19a-Condom use at last sex, 2nd most recent partner	0.7604	0.7313	0.7895	0.7284	0.5867	0.87	0.6625	975
B19a-Condom use at last sex, 3rd most recent partner	0.7369	0.6868	0.787	0.6593	0.4825	0.8361	0.3983	490
B19a-Always uses condom with most recent partner	0.3304	0.3087	0.3521	0.2021	0.1516	0.2527	0.0003	3319
B19b-Always uses condom with 2nd most recent partner	0.5862	0.5494	0.6231	0.4077	0.2921	0.5233	0.0046	977
B19c-Always uses condom with 3rd most recent partner	0.5959	0.5404	0.6515	0.3316	0.1783	0.485	0.0021	497
CN1-Condom use in marriage accepted (%Strongly agree/agree)	0.6511	0.6272	0.675	0.6288	0.5367	0.7208	0.6484	3991
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	0.6539	0.6287	0.6791	0.6671	0.5924	0.7417	0.7248	3990
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	0.6476	0.6217	0.6735	0.623	0.5245	0.7215	0.6175	3991

## HIV TESTING

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Radio Show (Vs. None)</b>								
B24-Ever been tested for HIV	0.6813	0.6507	0.712	0.767	0.7269	0.8071	0.0014	3845
B24b-HIV test in the last 12 months	0.5038	0.4697	0.5379	0.5624	0.5207	0.6042	0.0261	3838
B24c-Received results of most recent HIV test	0.971	0.9566	0.9854	0.9641	0.9497	0.9785	0.5475	2828
B24ci-Discussed results of most recent HIV test	0.8235	0.781	0.8661	0.839	0.8041	0.874	0.6206	2735
K1-If one spouse positive, the other too (%False)	0.5459	0.4984	0.5934	0.5273	0.4701	0.5845	0.5535	3846
K7-Pregnant woman should test for HIV (%True)	0.9001	0.8787	0.9215	0.9227	0.8919	0.9535	0.2394	3846
A10-It is important to know your HIV status (%Agree)	0.9393	0.9207	0.958	0.9629	0.9465	0.9792	0.0512	3846
A12-Only way to know status is by blood test (%Agree)	0.9659	0.9514	0.9805	0.9717	0.9559	0.9876	0.5172	3845
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	0.6465	0.6084	0.6845	0.7003	0.6638	0.7369	0.0345	3846
B24a-Lifetime number of HIV tests	2.5055	2.2396	2.7713	2.7088	2.4288	2.9889	0.1989	3719

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Radio Shows (Vs. None)</b>								
B24-Ever been tested for HIV	0.6813	0.6507	0.712	0.7786	0.7379	0.8192	0.0006	3845
B24b-HIV test in the last 12 months	0.5038	0.4697	0.5379	0.5497	0.4959	0.6034	0.1607	3838
B24c-Received results of most recent HIV test	0.971	0.9566	0.9854	0.9705	0.9484	0.9927	0.9772	2828
B24ci-Discussed results of most recent HIV test	0.8235	0.781	0.8661	0.8285	0.7872	0.8698	0.8856	2735
K1-If one spouse positive, the other too (%False)	0.5459	0.4984	0.5934	0.5694	0.5185	0.6204	0.5558	3846

K7-Pregnant woman should test for HIV (%True)	0.9001	0.8787	0.9215	0.9116	0.8693	0.9539	0.6706	3846
A10-It is important to know your HIV status (%Agree)	0.9393	0.9207	0.958	0.9639	0.9434	0.9844	0.0996	3846
A12-Only way to know status is by blood test (%Agree)	0.9659	0.9514	0.9805	0.9818	0.9687	0.9949	0.1555	3845
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	0.6465	0.6084	0.6845	0.716	0.6702	0.7617	0.038	3846
B24a-Lifetime number of HIV tests	2.5055	2.2396	2.7713	2.9873	2.6762	3.2984	0.0156	3719

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Radio Drama (Vs. None)</b>								
B24-Ever been tested for HIV	0.7165	0.6928	0.7401	0.7679	0.7309	0.805	0.006	3684
B24b-HIV test in the last 12 months	0.5312	0.5042	0.5583	0.5508	0.505	0.5966	0.4052	3678
B24c-Received results of most recent HIV test	0.9676	0.9574	0.9778	0.9673	0.9485	0.9861	0.9756	2697
B24ci-Discussed results of most recent HIV test	0.8351	0.8105	0.8598	0.8252	0.7839	0.8665	0.658	2604
K1-If one spouse positive, the other too (%False)	0.5353	0.4905	0.58	0.5613	0.5168	0.6057	0.4456	3685
K7-Pregnant woman should test for HIV (%True)	0.9035	0.8847	0.9223	0.9219	0.8924	0.9515	0.3253	3685
A10-It is important to know your HIV status (%Agree)	0.9497	0.9359	0.9634	0.9689	0.9559	0.9819	0.0558	3685
A12-Only way to know status is by blood test (%Agree)	0.97	0.9596	0.9805	0.972	0.9596	0.9845	0.7801	3684
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	0.6712	0.6429	0.6994	0.6953	0.6516	0.7389	0.3796	3685
B24a-Lifetime number of HIV tests	2.5983	2.3667	2.8299	2.9559	2.6268	3.285	0.0453	3571



Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Television (Vs. None)</b>								
B24-Ever been tested for HIV	0.727	0.7031	0.7508	0.7145	0.6586	0.7703	0.6836	3990
B24b-HIV test in the last 12 months	0.5357	0.5105	0.5609	0.508	0.449	0.567	0.3784	3983
B24c-Received results of most recent HIV test	0.9629	0.9524	0.9734	0.9888	0.9754	1.0022	0.0433	2923
B24ci-Discussed results of most recent HIV test	0.8359	0.813	0.8589	0.787	0.7081	0.8658	0.2362	2814
K1-If one spouse positive, the other too (%False)	0.5313	0.4988	0.5638	0.5668	0.5017	0.6318	0.2905	3991
K7-Pregnant woman should test for HIV (%True)	0.9003	0.8841	0.9165	0.9508	0.924	0.9777	0.0066	3991
A10-It is important to know your HIV status (%Agree)	0.9454	0.9324	0.9583	0.9722	0.9496	0.9948	0.1067	3991
A12-Only way to know status is by blood test (%Agree)	0.9671	0.9573	0.9768	0.9606	0.9355	0.9858	0.6149	3990
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	0.6793	0.6539	0.7046	0.6541	0.587	0.7211	0.5176	3991
B24a-Lifetime number of HIV tests	2.6412	2.406	2.8763	2.7098	2.231	3.1885	0.8222	3861

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Print (Vs. None)</b>								
B24-Ever been tested for HIV	0.6942	0.6639	0.7245	0.7654	0.7303	0.8005	0.0035	3990
B24b-HIV test in the last 12 months	0.4866	0.4419	0.5312	0.5813	0.5459	0.6166	0.0043	3983
B24c-Received results of most recent HIV test	0.9535	0.9375	0.9695	0.977	0.9671	0.9869	0.0153	2923
B24ci-Discussed results of most recent HIV test	0.8199	0.7834	0.8564	0.842	0.8159	0.8682	0.346	2814
K1-If one spouse positive, the other too (%False)	0.5255	0.479	0.572	0.5442	0.5095	0.5788	0.4931	3991
K7-Pregnant woman should test for HIV (%True)	0.9022	0.8859	0.9185	0.9043	0.8796	0.929	0.8687	3991
A10-It is important to know your HIV status (%Agree)	0.9518	0.9382	0.9654	0.9432	0.9261	0.9604	0.3921	3991
A12-Only way to know status is by blood test (%Agree)	0.968	0.958	0.978	0.964	0.9487	0.9794	0.6292	3990
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	0.6561	0.6243	0.688	0.6997	0.6698	0.7297	0.0453	3991
B24a-Lifetime number of HIV tests	2.4872	2.1754	2.7991	2.8135	2.6114	3.0157	0.0603	3861

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Media Channel (Vs. None)</b>								
B24-Ever been tested for HIV	0.6535	0.6111	0.6958	0.7381	0.704	0.7723	0.0023	3887
B24b-HIV test in the last 12 months	0.4638	0.406	0.5217	0.5281	0.4868	0.5693	0.0326	3880
B24c-Received results of most recent HIV test	0.9607	0.939	0.9824	0.9676	0.9549	0.9803	0.5688	2862
B24ci-Discussed results of most recent HIV test	0.8104	0.7603	0.8606	0.8249	0.7832	0.8666	0.6267	2767
K1-If one spouse positive, the other too (%False)	0.5295	0.4775	0.5814	0.539	0.4763	0.6017	0.7708	3888
K7-Pregnant woman should test for HIV (%True)	0.9105	0.8873	0.9338	0.8884	0.8567	0.92	0.3123	3888
A10-It is important to know your HIV status (%Agree)	0.945	0.9236	0.9665	0.9542	0.9379	0.9704	0.4864	3888
A12-Only way to know status is by blood test (%Agree)	0.9653	0.9512	0.9795	0.9793	0.9703	0.9883	0.0509	3887
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	0.6449	0.5931	0.6968	0.6712	0.6294	0.713	0.4593	3888
B24a-Lifetime number of HIV tests	2.3706	2.041	2.7002	2.6867	2.3408	3.0326	0.0327	3758

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Media Channels (Vs. None)</b>								
B24-Ever been tested for HIV	0.6535	0.6111	0.6958	0.7876	0.7465	0.8287	0.0001	3887
B24b-HIV test in the last 12 months	0.4638	0.406	0.5217	0.5905	0.5482	0.6328	0.0031	3880
B24c-Received results of most recent HIV test	0.9607	0.939	0.9824	0.9769	0.9659	0.9878	0.1971	2862
B24ci-Discussed results of most recent HIV test	0.8104	0.7603	0.8606	0.8468	0.8136	0.8799	0.32	2767
K1-If one spouse positive, the other too (%False)	0.5295	0.4775	0.5814	0.5546	0.516	0.5932	0.4871	3888
K7-Pregnant woman should test for HIV (%True)	0.9105	0.8873	0.9338	0.9336	0.9052	0.962	0.2726	3888
A10-It is important to know your HIV status (%Agree)	0.945	0.9236	0.9665	0.9553	0.9388	0.9718	0.4653	3888
A12-Only way to know status is by blood test (%Agree)	0.9653	0.9512	0.9795	0.9668	0.9517	0.9819	0.8789	3887
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	0.6449	0.5931	0.6968	0.713	0.6808	0.7452	0.0395	3888
B24a-Lifetime number of HIV tests	2.3706	2.041	2.7002	2.8972	2.6832	3.1113	0.0125	3758

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any SAfAIDS</b>								
B24-Ever been tested for HIV	0.7235	0.6991	0.7478	0.7378	0.6971	0.7784	0.5245	3990
B24b-HIV test in the last 12 months	0.5283	0.4998	0.5569	0.5512	0.5008	0.6017	0.4551	3983
B24c-Received results of most recent HIV test	0.9657	0.9553	0.9761	0.9603	0.9436	0.9771	0.53	2923
B24ci-Discussed results of most recent HIV test	0.8288	0.804	0.8536	0.8421	0.8024	0.8819	0.5859	2814
K1-If one spouse positive, the other too (%False)	0.5386	0.5034	0.5738	0.5191	0.471	0.5671	0.4818	3991
K7-Pregnant woman should test for HIV (%True)	0.9007	0.8832	0.9181	0.9178	0.8851	0.9504	0.3821	3991
A10-It is important to know your HIV status (%Agree)	0.9473	0.9341	0.9606	0.9522	0.9331	0.9713	0.6704	3991
A12-Only way to know status is by blood test (%Agree)	0.9661	0.9558	0.9764	0.969	0.9519	0.9861	0.763	3990
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	0.6641	0.6391	0.689	0.7332	0.6847	0.7817	0.0166	3991
B24a-Lifetime number of HIV tests	2.6265	2.392	2.8611	2.7304	2.4183	3.0425	0.5866	3861

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any CMT</b>								
B24-Ever been tested for HIV	0.725	0.7019	0.7481	0.7394	0.6854	0.7934	0.6154	3990
B24b-HIV test in the last 12 months	0.5281	0.5043	0.5519	0.594	0.518	0.67	0.0836	3983
B24c-Received results of most recent HIV test	0.9653	0.9555	0.9751	0.955	0.9196	0.9905	0.5288	2923
B24ci-Discussed results of most recent HIV test	0.8307	0.8088	0.8526	0.8447	0.7828	0.9066	0.6782	2814
K1-If one spouse positive, the other too (%False)	0.53	0.4965	0.5636	0.5948	0.5186	0.671	0.143	3991
K7-Pregnant woman should test for HIV (%True)	0.9018	0.8852	0.9183	0.9281	0.8841	0.9722	0.3328	3991
A10-It is important to know your HIV status (%Agree)	0.9508	0.9389	0.9628	0.9086	0.8547	0.9625	0.0737	3991
A12-Only way to know status is by blood test (%Agree)	0.9668	0.9568	0.9767	0.9624	0.9335	0.9912	0.7786	3990
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	0.6767	0.6532	0.7001	0.6804	0.6144	0.7464	0.9169	3991
B24a-Lifetime number of HIV tests	2.5999	2.3973	2.8026	3.2189	2.4273	4.0104	0.1335	3861

## HIV TREATMENT

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Radio Show (Vs. None)</b>								
PC5-Cared for someone on ART	0.2118	0.1831	0.2405	0.2499	0.2225	0.2773	0.0354	3846
PC6-Willing to Care for Someone on ART	0.8124	0.7764	0.8485	0.8146	0.7743	0.855	0.9248	3846
K3-PLHIV on ART can transmit HIV (%True)	0.7042	0.6648	0.7436	0.7471	0.7148	0.7795	0.0843	3846
K4-PLHIV does not need to use condoms because cannot transmit HIV (% False)	0.8457	0.8082	0.8833	0.8506	0.815	0.8862	0.8605	3846
K8a-ARVs prevent MCT during pregnancy	0.6582	0.6166	0.6997	0.6553	0.6143	0.6964	0.9211	3846
K8b-ARVs prevent MCT during childbirth	0.5814	0.545	0.6179	0.578	0.5446	0.6114	0.904	3846
K8c-ARVs prevent MCT during breastfeeding	0.5568	0.5172	0.5963	0.5904	0.5554	0.6255	0.2254	3846
K9-People on ART have to stay on treatment for rest of lives	0.699	0.6627	0.7353	0.6902	0.6477	0.7327	0.6759	3846
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	0.6522	0.617	0.6873	0.6896	0.6511	0.7281	0.1518	3846
B28-Has ever taken ARVs	0.0596	0.0384	0.0808	0.0708	0.0578	0.0838	0.4137	3843
B29- Ever participated in PMTCT program (among ever pregnant)	0.156	0.1253	0.1866	0.2161	0.1778	0.2544	0.0164	2942

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Radio Shows (Vs. None)</b>								
PC5-Cared for someone on ART	0.2118	0.1831	0.2405	0.253	0.2068	0.2991	0.0705	3846
PC6-Willing to Care for Someone on ART	0.8124	0.7764	0.8485	0.7846	0.7433	0.826	0.2276	3846
K3-PLHIV on ART can transmit HIV (%True)	0.7042	0.6648	0.7436	0.7274	0.6854	0.7694	0.4613	3846
K4-PLHIV does not need to use condoms because cannot transmit HIV (% False)	0.8457	0.8082	0.8833	0.8547	0.8164	0.893	0.6869	3846
K8a-ARVs prevent MCT during pregnancy	0.6582	0.6166	0.6997	0.6606	0.6055	0.7158	0.9505	3846
K8b-ARVs prevent MCT during childbirth	0.5814	0.545	0.6179	0.5639	0.5023	0.6255	0.6708	3846
K8c-ARVs prevent MCT during breastfeeding	0.5568	0.5172	0.5963	0.5901	0.5262	0.654	0.4578	3846
K9-People on ART have to stay on treatment for rest of lives	0.699	0.6627	0.7353	0.74	0.6919	0.7881	0.1587	3846
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	0.6522	0.617	0.6873	0.699	0.6537	0.7444	0.1223	3846
B28-Has ever taken ARVs	0.0596	0.0384	0.0808	0.0606	0.0435	0.0776	0.9447	3843
B29- Ever participated in PMTCT program (among ever pregnant)	0.156	0.1253	0.1866	0.1952	0.1392	0.2513	0.2172	2942



Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Radio Drama (Vs. None)</b>								
PC5-Cared for someone on ART	0.2268	0.2043	0.2493	0.2526	0.2041	0.3011	0.2759	3685
PC6-Willing to Care for Someone on ART	0.8097	0.7782	0.8413	0.8027	0.7632	0.8422	0.7459	3685
K3-PLHIV on ART can transmit HIV (%True)	0.7229	0.6939	0.7518	0.7322	0.6918	0.7725	0.7101	3685
K4-PLHIV does not need to use condoms because cannot transmit HIV (% False)	0.85	0.8237	0.8763	0.8443	0.8094	0.8793	0.8001	3685
K8a-ARVs prevent MCT during pregnancy	0.6519	0.6202	0.6835	0.671	0.6184	0.7236	0.5559	3685
K8b-ARVs prevent MCT during childbirth	0.5754	0.5538	0.5971	0.5694	0.5053	0.6334	0.8563	3685
K8c-ARVs prevent MCT during breastfeeding	0.5694	0.5455	0.5933	0.5951	0.5386	0.6515	0.4116	3685
K9-People on ART have to stay on treatment for rest of lives	0.6925	0.6563	0.7288	0.7298	0.6977	0.7618	0.0907	3685
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	0.6668	0.6397	0.6939	0.6838	0.6387	0.729	0.5255	3685
B28-Has ever taken ARVs	0.0652	0.0533	0.0772	0.0622	0.0453	0.0792	0.7492	3682
B29- Ever participated in PMTCT program (among ever pregnant)	0.1821	0.1593	0.2049	0.1799	0.1425	0.2173	0.9129	2797

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Television (Vs. None)</b>								
PC5-Cared for someone on ART	0.2394	0.2139	0.2649	0.2082	0.1735	0.2428	0.1732	3991
PC6-Willing to Care for Someone on ART	0.8058	0.7775	0.8341	0.7956	0.7365	0.8546	0.7198	3991
K3-PLHIV on ART can transmit HIV (%True)	0.7131	0.688	0.7382	0.7622	0.7045	0.8198	0.1594	3991
K4-PLHIV does not need to use condoms because cannot transmit HIV (% False)	0.8478	0.8257	0.8699	0.868	0.7862	0.9497	0.6119	3991
K8a-ARVs prevent MCT during pregnancy	0.666	0.6362	0.6957	0.6475	0.5821	0.713	0.5616	3991
K8b-ARVs prevent MCT during childbirth	0.5829	0.5561	0.6097	0.5847	0.5097	0.6597	0.9639	3991
K8c-ARVs prevent MCT during breastfeeding	0.5855	0.561	0.61	0.5384	0.4805	0.5963	0.1118	3991

K9-People on ART have to stay on treatment for rest of lives	0.7014	0.6688	0.734	0.7116	0.6456	0.7776	0.7838	3991
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	0.6728	0.6487	0.697	0.6394	0.5718	0.707	0.3578	3991
B28-Has ever taken ARVs	0.0665	0.056	0.0769	0.0345	0.0142	0.0549	0.0247	3988
B29- Ever participated in PMTCT program (among ever pregnant)	0.1814	0.1573	0.2055	0.1861	0.1096	0.2626	0.9099	3081

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Print (Vs. None)</b>								
PC5-Cared for someone on ART	0.2319	0.1991	0.2647	0.2388	0.2108	0.2668	0.7357	3991
PC6-Willing to Care for Someone on ART	0.7852	0.7427	0.8277	0.8321	0.8074	0.8568	0.033	3991
K3-PLHIV on ART can transmit HIV (%True)	0.7059	0.6692	0.7426	0.7295	0.6962	0.7628	0.3815	3991
K4-PLHIV does not need to use condoms because cannot transmit HIV (% False)	0.8355	0.804	0.8671	0.8686	0.8396	0.8976	0.094	3991
K8a-ARVs prevent MCT during pregnancy	0.6597	0.6233	0.6962	0.6691	0.6326	0.7056	0.6682	3991
K8b-ARVs prevent MCT during childbirth	0.5922	0.5597	0.6248	0.5734	0.5351	0.6116	0.4536	3991
K8c-ARVs prevent MCT during breastfeeding	0.5944	0.5644	0.6244	0.5663	0.5285	0.6041	0.2604	3991
K9-People on ART have to stay on treatment for rest of lives	0.7155	0.6838	0.7473	0.6849	0.6396	0.7303	0.2063	3991
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	0.6484	0.6136	0.6832	0.6933	0.6645	0.7221	0.052	3991
B28-Has ever taken ARVs	0.0665	0.0554	0.0776	0.0601	0.0433	0.0769	0.537	3988
B29- Ever participated in PMTCT program (among ever pregnant)	0.1865	0.1571	0.2159	0.179	0.145	0.2131	0.7598	3081

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Media Channel (Vs. None)</b>								
PC5-Cared for someone on ART	0.2068	0.1715	0.2421	0.2331	0.1982	0.2679	0.1964	3888
PC6-Willing to Care for Someone on ART	0.7791	0.7233	0.8348	0.8243	0.792	0.8567	0.0517	3888
K3-PLHIV on ART can transmit HIV (%True)	0.6732	0.6163	0.7301	0.7478	0.714	0.7817	0.0205	3888
K4-PLHIV does not need to use condoms because cannot transmit HIV (% False)	0.8303	0.7808	0.8798	0.8408	0.8114	0.8703	0.6651	3888
K8a-ARVs prevent MCT during pregnancy	0.6646	0.6244	0.7049	0.6414	0.602	0.6809	0.368	3888
K8b-ARVs prevent MCT during childbirth	0.6062	0.5652	0.6472	0.5557	0.5226	0.5888	0.0665	3888
K8c-ARVs prevent MCT during breastfeeding	0.5846	0.5503	0.6189	0.5788	0.5428	0.6149	0.8223	3888
K9-People on ART have to stay on treatment for rest of lives	0.7235	0.6847	0.7622	0.6913	0.6551	0.7275	0.0906	3888
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	0.6457	0.592	0.6995	0.6722	0.6328	0.7115	0.4547	3888
B28-Has ever taken ARVs	0.0635	0.0371	0.0899	0.0683	0.053	0.0835	0.7897	3885
B29- Ever participated in PMTCT program (among ever pregnant)	0.1641	0.1246	0.2037	0.1958	0.1642	0.2274	0.1984	2982

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Media Channels (Vs. None)</b>								
PC5-Cared for someone on ART	0.2068	0.1715	0.2421	0.2536	0.2222	0.2849	0.0325	3888
PC6-Willing to Care for Someone on ART	0.7791	0.7233	0.8348	0.8238	0.7913	0.8563	0.1641	3888
K3-PLHIV on ART can transmit HIV (%True)	0.6732	0.6163	0.7301	0.7412	0.7005	0.7819	0.0877	3888
K4-PLHIV does not need to use condoms because cannot transmit HIV (% False)	0.8303	0.7808	0.8798	0.8783	0.846	0.9107	0.124	3888
K8a-ARVs prevent MCT during pregnancy	0.6646	0.6244	0.7049	0.6689	0.6303	0.7075	0.8841	3888
K8b-ARVs prevent MCT during childbirth	0.6062	0.5652	0.6472	0.5758	0.5319	0.6196	0.3986	3888
K8c-ARVs prevent MCT during breastfeeding	0.5846	0.5503	0.6189	0.5701	0.5277	0.6125	0.6429	3888

K9-People on ART have to stay on treatment for rest of lives	0.7235	0.6847	0.7622	0.7006	0.6494	0.7517	0.4644	3888
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	0.6457	0.592	0.6995	0.7	0.6669	0.733	0.1162	3888
B28-Has ever taken ARVs	0.0635	0.0371	0.0899	0.0592	0.0416	0.0768	0.7716	3885
B29- Ever participated in PMTCT program (among ever pregnant)	0.1641	0.1246	0.2037	0.1922	0.1523	0.232	0.3524	2982

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any SAfAIDS</b>								
PC5-Cared for someone on ART	0.2314	0.2066	0.2561	0.2497	0.2015	0.2979	0.4844	3991
PC6-Willing to Care for Someone on ART	0.8099	0.7841	0.8356	0.7804	0.7206	0.8402	0.2562	3991
K3-PLHIV on ART can transmit HIV (%True)	0.7243	0.6975	0.7511	0.6848	0.6408	0.7289	0.1458	3991
K4-PLHIV does not need to use condoms because cannot transmit HIV (% False)	0.8467	0.8211	0.8723	0.8606	0.8223	0.8989	0.5231	3991
K8a-ARVs prevent MCT during pregnancy	0.6598	0.6291	0.6905	0.6814	0.6307	0.7322	0.4078	3991
K8b-ARVs prevent MCT during childbirth	0.5747	0.5485	0.6009	0.6157	0.5609	0.6705	0.1598	3991
K8c-ARVs prevent MCT during breastfeeding	0.5713	0.5462	0.5963	0.6183	0.5735	0.663	0.0519	3991
K9-People on ART have to stay on treatment for rest of lives	0.7011	0.6691	0.7331	0.7071	0.6631	0.7512	0.7745	3991
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	0.6575	0.6336	0.6815	0.723	0.6764	0.7696	0.0103	3991
B28-Has ever taken ARVs	0.0617	0.0497	0.0737	0.0685	0.0512	0.0858	0.5162	3988
B29- Ever participated in PMTCT program (among ever pregnant)	0.1727	0.1481	0.1973	0.2105	0.1698	0.2513	0.0787	3081

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any CMT</b>								
PC5-Cared for someone on ART	0.2331	0.2092	0.257	0.2646	0.2106	0.3186	0.2644	3991
PC6-Willing to Care for Someone on ART	0.8069	0.7793	0.8345	0.7743	0.6861	0.8624	0.4362	3991
K3-PLHIV on ART can transmit HIV (%True)	0.7144	0.691	0.7377	0.7562	0.6897	0.8228	0.2344	3991
K4-PLHIV does not need to use condoms because cannot transmit HIV (% False)	0.8461	0.8214	0.8709	0.8998	0.8495	0.9501	0.1028	3991
K8a-ARVs prevent MCT during pregnancy	0.6579	0.6279	0.688	0.7407	0.676	0.8055	0.0179	3991
K8b-ARVs prevent MCT during childbirth	0.5763	0.5509	0.6016	0.6653	0.5859	0.7448	0.0333	3991
K8c-ARVs prevent MCT during breastfeeding	0.5771	0.5526	0.6016	0.6267	0.543	0.7104	0.2648	3991
K9-People on ART have to stay on treatment for rest of lives	0.7054	0.6753	0.7355	0.6535	0.5755	0.7316	0.1305	3991
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	0.6676	0.6437	0.6916	0.7	0.6358	0.7643	0.3578	3991
B28-Has ever taken ARVs	0.0617	0.0517	0.0717	0.0817	0.0458	0.1176	0.2421	3988
B29- Ever participated in PMTCT program (among ever pregnant)	0.1758	0.1533	0.1983	0.2389	0.1802	0.2976	0.0162	3081

## HIV STIGMA

Variable	Unexposed			Exposed			p-value	N
	Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Radio Show (Vs. None)</b>								
A7-When learn that you are HIV+, life is over (%Disagree)	0.8281	0.8022	0.854	0.8409	0.8041	0.8776	0.593	3846
A8-Telling people you are HIV+ doesn't help (%Disagree)	0.6769	0.6271	0.7266	0.6046	0.5652	0.6439	0.0561	3846
A9-HIV is punishment for sinning (%Disagree)	0.6566	0.6131	0.7002	0.648	0.6083	0.6878	0.7704	3846
A11-Only promiscuous people get HIV (%Disagree)	0.7758	0.7498	0.8018	0.7822	0.7458	0.8187	0.7813	3846
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	0.7625	0.7254	0.7997	0.7502	0.7086	0.7919	0.6928	3846
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	0.4655	0.4205	0.5105	0.5169	0.4752	0.5587	0.1181	3846

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Radio Shows (Vs. None)</b>									
A7-When learn that you are HIV+, life is over (%Disagree)	a7r	0.8281	0.8022	0.854	0.8749	0.8475	0.9023	0.0198	3846
A8-Telling people you are HIV+ doesn't help (%Disagree)	a8r	0.6769	0.6271	0.7266	0.6102	0.5633	0.6572	0.0466	3846
A9-HIV is punishment for sinning (%Disagree)	a9r	0.6566	0.6131	0.7002	0.7	0.6534	0.7467	0.2329	3846
A11-Only promiscuous people get HIV (%Disagree)	a11r	0.7758	0.7498	0.8018	0.794	0.7501	0.8378	0.5496	3846
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	cn3r	0.7625	0.7254	0.7997	0.7106	0.6594	0.7618	0.1524	3846
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	cn4r	0.4655	0.4205	0.5105	0.5363	0.4779	0.5947	0.0622	3846

Variable	Proportion	Unexposed		Exposed		p-value	N		
		Lower bound	Upper bound	Proportion	Lower bound			Upper bound	
<b>Exposure: Exposed to Any Radio Drama (Vs. None)</b>									
A7-When learn that you are HIV+, life is over (%Disagree)	a7r	0.8314	0.8097	0.8531	0.8619	0.8351	0.8887	0.085	3685
A8-Telling people you are HIV+ doesn't help (%Disagree)	a8r	0.641	0.6105	0.6715	0.6175	0.5725	0.6624	0.3599	3685
A9-HIV is punishment for sinning (%Disagree)	a9r	0.6537	0.6218	0.6856	0.6806	0.639	0.7221	0.3126	3685
A11-Only promiscuous people get HIV (%Disagree)	a11r	0.7787	0.7556	0.8018	0.778	0.7367	0.8193	0.9781	3685
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	cn3r	0.7517	0.7268	0.7766	0.7183	0.6717	0.7648	0.2122	3685
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	cn4r	0.5006	0.4715	0.5296	0.4994	0.4431	0.5557	0.9683	3685

Variable	Proportion	Unexposed		Exposed		p-value	N		
		Lower bound	Upper bound	Proportion	Lower bound			Upper bound	
<b>Exposure: Exposed to Any Television (Vs. None)</b>									
A7-When learn that you are HIV+, life is over (%Disagree)	a7r	0.8337	0.8158	0.8515	0.8457	0.7887	0.9026	0.6931	3991
A8-Telling people you are HIV+ doesn't help (%Disagree)	a8r	0.6344	0.6085	0.6603	0.6184	0.5482	0.6885	0.6577	3991
A9-HIV is punishment for sinning (%Disagree)	a9r	0.6597	0.631	0.6884	0.686	0.6262	0.7458	0.4519	3991
A11-Only promiscuous people get HIV (%Disagree)	a11r	0.7783	0.7605	0.7962	0.7437	0.6753	0.8121	0.3091	3991
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	cn3r	0.742	0.7155	0.7684	0.7378	0.6643	0.8113	0.9246	3991
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	cn4r	0.5001	0.4712	0.529	0.5015	0.4242	0.5789	0.9693	3991

		Unexposed		Exposed		p-value	N
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Variable		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Print (Vs. None)</b>									
A7-When learn that you are HIV+, life is over (%Disagree)	a7r	0.8258	0.8038	0.8478	0.8493	0.823	0.8757	0.1662	3991
A8-Telling people you are HIV+ doesn't help (%Disagree)	a8r	0.6106	0.572	0.6492	0.6574	0.6235	0.6912	0.0809	3991
A9-HIV is punishment for sinning (%Disagree)	a9r	0.6688	0.6307	0.707	0.654	0.613	0.6949	0.6222	3991
A11-Only promiscuous people get HIV (%Disagree)	a11r	0.7651	0.7386	0.7917	0.7904	0.7566	0.8243	0.3064	3991
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	cn3r	0.7542	0.728	0.7804	0.7272	0.6941	0.7604	0.1672	3991
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	cn4r	0.4996	0.4588	0.5405	0.5008	0.4592	0.5425	0.9678	3991

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Media Channel (Vs. None)</b>									
A7-When learn that you are HIV+, life is over (%Disagree)	a7r	0.8309	0.7955	0.8663	0.8333	0.8084	0.8582	0.9184	3888
A8-Telling people you are HIV+ doesn't help (%Disagree)	a8r	0.639	0.5832	0.6948	0.643	0.6047	0.6812	0.8835	3888
A9-HIV is punishment for sinning (%Disagree)	a9r	0.6617	0.6161	0.7074	0.6818	0.6415	0.7221	0.466	3888
A11-Only promiscuous people get HIV (%Disagree)	a11r	0.7719	0.74	0.8039	0.776	0.7403	0.8117	0.8739	3888
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	cn3r	0.7758	0.7292	0.8224	0.7423	0.7065	0.7781	0.3103	3888
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	cn4r	0.4828	0.4237	0.5419	0.4818	0.4426	0.5211	0.9769	3888

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		



<b>Exposure: Exposed to Two Media Channels (Vs. None)</b>									
A7-When learn that you are HIV+, life is over (%Disagree)	a7r	0.8309	0.7955	0.8663	0.8652	0.8317	0.8987	0.1856	3888
A8-Telling people you are HIV+ doesn't help (%Disagree)	a8r	0.639	0.5832	0.6948	0.6301	0.5906	0.6697	0.8095	3888
A9-HIV is punishment for sinning (%Disagree)	a9r	0.6617	0.6161	0.7074	0.6466	0.6045	0.6887	0.669	3888
A11-Only promiscuous people get HIV (%Disagree)	a11r	0.7719	0.74	0.8039	0.7971	0.7575	0.8367	0.4059	3888
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	cn3r	0.7758	0.7292	0.8224	0.7278	0.6922	0.7634	0.1572	3888
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	cn4r	0.4828	0.4237	0.5419	0.5273	0.4779	0.5767	0.3225	3888

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any SAfAIDS</b>									
A7-When learn that you are HIV+, life is over (%Disagree)	a7r	0.8334	0.814	0.8528	0.839	0.8007	0.8773	0.8005	3991
A8-Telling people you are HIV+ doesn't help (%Disagree)	a8r	0.6245	0.5953	0.6538	0.6683	0.628	0.7086	0.0777	3991
A9-HIV is punishment for sinning (%Disagree)	a9r	0.6634	0.6342	0.6926	0.6561	0.6014	0.7108	0.8118	3991
A11-Only promiscuous people get HIV (%Disagree)	a11r	0.771	0.7527	0.7892	0.7978	0.7538	0.8419	0.266	3991
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	cn3r	0.7343	0.7073	0.7613	0.7731	0.7286	0.8175	0.1672	3991
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	cn4r	0.4851	0.4533	0.5169	0.5608	0.5018	0.6198	0.0206	3991

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any CMT</b>									

A7-When learn that you are HIV+, life is over (%Disagree)	a7r	0.8351	0.8172	0.853	0.8202	0.7604	0.88	0.6317	3991
A8-Telling people you are HIV+ doesn't help (%Disagree)	a8r	0.6324	0.6058	0.6591	0.6404	0.5601	0.7208	0.8547	3991
A9-HIV is punishment for sinning (%Disagree)	a9r	0.6639	0.6367	0.6911	0.6364	0.5556	0.7171	0.5074	3991
A11-Only promiscuous people get HIV (%Disagree)	a11r	0.7756	0.7581	0.7931	0.779	0.7108	0.8472	0.9208	3991
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	cn3r	0.7378	0.715	0.7607	0.7922	0.7266	0.8578	0.119	3991
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	cn4r	0.5071	0.478	0.5362	0.4141	0.3176	0.5107	0.0618	3991

## GENDER-BASED VIOLENCE

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Radio Show (Vs. None)</b>									
G1-Forced Sex in the last 12 months	gbv_sex12	0.0237	0.0125	0.0349	0.0269	0.0167	0.0371	0.7277	3844
G2-Physical GBV in the last 12 months	gbv_hit12	0.0648	0.0466	0.083	0.0845	0.0637	0.1053	0.1412	3846
CN8-Leaders speak out against GBV (%Strongly agree/agree)	cn8r	0.6272	0.5836	0.6709	0.6623	0.6202	0.7043	0.2717	3846

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Radio Shows (Vs. None)</b>									
G1-Forced Sex in the last 12 months	gbv_sex12	0.0237	0.0125	0.0349	0.035	0.0092	0.0607	0.4825	3844
G2-Physical GBV in the last 12 months	gbv_hit12	0.0648	0.0466	0.083	0.0545	0.0329	0.0761	0.5029	3846
CN8-Leaders speak out against GBV (%Strongly agree/agree)	cn8r	0.6272	0.5836	0.6709	0.6773	0.6309	0.7237	0.1086	3846

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Radio Drama (Vs. None)</b>									
G1-Forced Sex in the last 12 months	gbv_sex12	0.0265	0.0196	0.0334	0.0181	0.0077	0.0286	0.252	3683
G2-Physical GBV in the last 12 months	gbv_hit12	0.0722	0.0566	0.0879	0.066	0.0432	0.0889	0.6514	3685
CN8-Leaders speak out against GBV (%Strongly agree/agree)	cn8r	0.6425	0.6124	0.6725	0.6534	0.6074	0.6995	0.6368	3685

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Television (Vs. None)</b>									
G1-Forced Sex in the last 12 months	gbv_sex12	0.0258	0.0185	0.033	0.029	0.0122	0.0458	0.7349	3989
G2-Physical GBV in the last 12 months	gbv_hit12	0.0685	0.0546	0.0823	0.0595	0.0315	0.0876	0.5792	3991

CN8-Leaders speak out against GBV (%Strongly agree/agree)	cn8r	0.646	0.6173	0.6747	0.6462	0.5853	0.7071	0.9959	3991
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Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to Any Print (Vs. None)</b>									
G1-Forced Sex in the last 12 months	gbv_sex12	0.0179	0.0112	0.0247	0.034	0.0219	0.0462	0.0215	3989
G2-Physical GBV in the last 12 months	gbv_hit12	0.0511	0.0388	0.0635	0.0856	0.0645	0.1068	0.002	3991
CN8-Leaders speak out against GBV (%Strongly agree/agree)	cn8r	0.6276	0.5881	0.6671	0.6669	0.6304	0.7034	0.1506	3991

Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to One Media Channel (Vs. None)</b>									
G1-Forced Sex in the last 12 months	gbv_sex12	0.0153	0.0063	0.0242	0.0297	0.0182	0.0413	0.0829	3886
G2-Physical GBV in the last 12 months	gbv_hit12	0.0449	0.0292	0.0607	0.0726	0.0564	0.0888	0.0151	3888
CN8-Leaders speak out against GBV (%Strongly agree/agree)	cn8r	0.6258	0.5615	0.69	0.6403	0.5971	0.6835	0.7133	3888

Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to Two Media Channels (Vs. None)</b>									
G1-Forced Sex in the last 12 months	gbv_sex12	0.0153	0.0063	0.0242	0.0332	0.0185	0.0479	0.0772	3886
G2-Physical GBV in the last 12 months	gbv_hit12	0.0449	0.0292	0.0607	0.0883	0.0637	0.1128	0.0035	3888
CN8-Leaders speak out against GBV (%Strongly agree/agree)	cn8r	0.6258	0.5615	0.69	0.6762	0.6325	0.7199	0.2452	3888

Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to Any SAfAIDS</b>									
G1-Forced Sex in the last 12 months	gbv_sex12	0.0259	0.0194	0.0324	0.0272	0.007	0.0473	0.9118	3989
G2-Physical GBV in the last 12 months	gbv_hit12	0.0674	0.0537	0.081	0.0681	0.0464	0.0898	0.9452	3991

CN8-Leaders speak out against GBV (%Strongly agree/agree)	cn8r	0.6302	0.5998	0.6606	0.7165	0.6508	0.7822	0.0271	3991
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Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any CMT</b>									
G1-Forced Sex in the last 12 months	gbv_sex12	0.0268	0.0198	0.0337	0.0216	0.0064	0.0367	0.5831	3989
G2-Physical GBV in the last 12 months	gbv_hit12	0.0696	0.0557	0.0835	0.0458	0.0224	0.0692	0.1165	3991
CN8-Leaders speak out against GBV (%Strongly agree/agree)	cn8r	0.6477	0.6197	0.6757	0.6213	0.5619	0.6806	0.4092	3991

## MALES

### MULTIPLE PARTNERS

Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to One Radio Show (Vs. None)</b>									
B2-Multiple partners (past 12 months)	mp1	0.4637	0.3888	0.5385	0.5251	0.4588	0.5914	0.3245	1669
B4-Multiple partners (past month)	mp2	0.1616	0.121	0.2023	0.2159	0.1538	0.278	0.0986	1587
B3-More than one partner within 3 months period (past 12 months)	b3r	0.2705	0.2157	0.3254	0.3313	0.2765	0.386	0.1699	1596
B5-Reports currently having more than one partner	cpsr	0.2248	0.1765	0.2731	0.2887	0.232	0.3455	0.1103	1591
B14-Reports currently having sex with 2 or more recent partners (calendar)	cppt	0.2891	0.2313	0.3468	0.2861	0.2258	0.3463	0.948	1595
B8- Wife has other sexual partner (%yes/suspect)	w_othp	0.1683	0.1008	0.2358	0.1112	0.0583	0.1642	0.2145	744
B20-Received gifts for sex from any partner	get_any	0.2519	0.1857	0.318	0.1731	0.1211	0.2252	0.035	1591
B21-Gave gifts for sex to any partner	give_any	0.2734	0.2057	0.341	0.209	0.1559	0.2621	0.1857	1590
10+ age difference between resp. and any partner	age10any	0.1501	0.0963	0.204	0.1339	0.0822	0.1856	0.6937	1439
10+ age difference between resp. and regular partner	age10reg	0.1179	0.0675	0.1682	0.1275	0.0747	0.1803	0.7974	1427
K5-Multiple sexual partners increase HIV risk (%True)	k5r	0.8949	0.8679	0.922	0.9387	0.9038	0.9736	0.0815	1913
A1-Most married men faithful to wives (%Agree)	a1r	0.3115	0.2632	0.3598	0.273	0.2137	0.3322	0.3475	1913
A2-Can resist temptation of sex with person besides main partner (%Agree)	a2r	0.5414	0.4839	0.5989	0.6247	0.5655	0.6838	0.096	1913

A3-Need someone to fill gap (%Disagree)	a3r	0.3935	0.3383	0.4486	0.4101	0.3532	0.467	0.702	1913
A5-Men with many women are real men (%Disagree)	a5r	0.8762	0.8393	0.9131	0.9012	0.8644	0.9381	0.4221	1912
A6-Men have right to get sex for gifts (%Disagree)	a6r	0.6238	0.5672	0.6804	0.5487	0.4876	0.6098	0.0792	1913
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	cn7r	0.59	0.5316	0.6483	0.6807	0.6254	0.7359	0.0173	1913
CN9-Leaders discourage multiple partners (%Very often/sometimes)	cn9r	0.3161	0.2557	0.3766	0.3571	0.302	0.4121	0.3709	1912
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	cn10r	0.3322	0.2735	0.3909	0.3963	0.3456	0.4469	0.1543	1911
B6-Number of lifetime partners	lifep	8.6717	7.4045	9.939	9.5036	8.0601	10.9471	0.3663	1731
B1-Age at first sex	firstsex	17.7408	17.3538	18.1277	17.4072	17.0821	17.7324	0.236	1586
Age difference bewteen partner 1 and respondent	agediff_p1	-2.9136	-3.9246	-1.9027	-3.0249	-3.8771	-2.1727	0.8507	1393
Age difference bewteen partner 2 and respondent	agediff_p2	-0.9679	-2.2358	0.3001	-2.5656	-3.5057	-1.6256	0.0454	593

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Radio Shows (Vs. None)</b>									
B2-Multiple partners (past 12 months)	mp1	0.4637	0.3888	0.5385	0.4505	0.3704	0.5305	0.8384	1669
B4-Multiple partners (past month)	mp2	0.1616	0.121	0.2023	0.1753	0.1177	0.233	0.6999	1587
B3-More than one partner within 3 months period (past 12 months)	b3r	0.2705	0.2157	0.3254	0.2905	0.2265	0.3545	0.6921	1596
B5-Reports currently having more than one partner	cpsr	0.2248	0.1765	0.2731	0.2706	0.2093	0.3319	0.2806	1591
B14-Reports currently having sex with 2 or more recent partners (calendar)	cppt	0.2891	0.2313	0.3468	0.2397	0.1697	0.3098	0.3467	1595
B8- Wife has other sexual partner (%yes/suspect)	w_othp	0.1683	0.1008	0.2358	0.1577	0.0912	0.2242	0.8446	744

B20-Received gifts for sex from any partner	get_any	0.2519	0.1857	0.318	0.1713	0.1132	0.2294	0.0574	1591
B21-Gave gifts for sex to any partner	give_any	0.2734	0.2057	0.341	0.2156	0.1459	0.2852	0.2735	1590
10+ age difference between resp. and any partner	age10any	0.1501	0.0963	0.204	0.1471	0.0992	0.1951	0.9381	1439
10+ age difference between resp. and regular partner	age10reg	0.1179	0.0675	0.1682	0.1377	0.0868	0.1886	0.6308	1427
K5-Multiple sexual partners increase HIV risk (%True)	k5r	0.8949	0.8679	0.922	0.9361	0.9038	0.9684	0.0875	1913
A1-Most married men faithful to wives (%Agree)	a1r	0.3115	0.2632	0.3598	0.2476	0.1877	0.3075	0.1236	1913
A2-Can resist temptation of sex with person besides main partner (%Agree)	a2r	0.5414	0.4839	0.5989	0.6389	0.5647	0.7132	0.0659	1913
A3-Need someone to fill gap (%Disagree)	a3r	0.3935	0.3383	0.4486	0.3625	0.2982	0.4268	0.5391	1913
A5-Men with many women are real men (%Disagree)	a5r	0.8762	0.8393	0.9131	0.9336	0.896	0.9713	0.0769	1912
A6-Men have right to get sex for gifts (%Disagree)	a6r	0.6238	0.5672	0.6804	0.6982	0.6353	0.761	0.1237	1913
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	cn7r	0.59	0.5316	0.6483	0.6805	0.619	0.742	0.0395	1913
CN9-Leaders discourage multiple partners (%Very often/sometimes)	cn9r	0.3161	0.2557	0.3766	0.4121	0.3463	0.4778	0.0822	1912
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	cn10r	0.3322	0.2735	0.3909	0.4617	0.3826	0.5409	0.0333	1911
B6-Number of lifetime partners	lifep	8.6717	7.4045	9.939	6.9229	5.7974	8.0483	0.054	1731
B1-Age at first sex	firstsex	17.7408	17.3538	18.1277	17.6379	17.1898	18.0859	0.7675	1586
Age difference bewteen partner 1 and respondent	agediff_p1	-2.9136	-3.9246	-1.9027	-3.5102	-4.2894	-2.7309	0.4568	1393
Age difference bewteen partner 2 and respondent	agediff_p2	-0.9679	-2.2358	0.3001	-2.0768	-3.7248	-0.4287	0.3944	593



Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to Any Radio Drama (Vs. None)</b>									
B2-Multiple partners (past 12 months)	mp1	0.4974	0.4606	0.5343	0.4556	0.3815	0.5298	0.3575	1597
B4-Multiple partners (past month)	mp2	0.1867	0.1439	0.2295	0.1783	0.1164	0.2403	0.8103	1520
B3-More than one partner within 3 months period (past 12 months)	b3r	0.3007	0.264	0.3373	0.2955	0.2355	0.3556	0.8968	1527
B5-Reports currently having more than one partner	cpsr	0.254	0.2182	0.2897	0.264	0.2051	0.323	0.7567	1523
B14-Reports currently having sex with 2 or more recent partners (calendar)	cppt	0.2872	0.2501	0.3244	0.258	0.1922	0.3239	0.4088	1525
B8- Wife has other sexual partner (%yes/suspect)	w_othp	0.1495	0.1049	0.194	0.1435	0.09	0.1971	0.8516	706
B20-Received gifts for sex from any partner	get_any	0.2132	0.1644	0.2621	0.1619	0.1071	0.2167	0.1025	1521
B21-Gave gifts for sex to any partner	give_any	0.2403	0.1995	0.281	0.2234	0.1548	0.2921	0.7008	1521
10+ age difference between resp. and any partner	age10any	0.1385	0.1044	0.1727	0.1509	0.1014	0.2003	0.6574	1381
10+ age difference between resp. and regular partner	age10reg	0.1195	0.0828	0.1562	0.1404	0.0879	0.1929	0.4935	1369
K5-Multiple sexual partners increase HIV risk (%True)	k5r	0.9106	0.8883	0.933	0.9279	0.8956	0.9603	0.3635	1833
A1-Most married men faithful to wives (%Agree)	a1r	0.2958	0.2584	0.3331	0.2479	0.1893	0.3064	0.1866	1833
A2-Can resist temptation of sex with person besides main partner (%Agree)	a2r	0.5692	0.5372	0.6012	0.6322	0.5627	0.7017	0.0895	1833
A3-Need someone to fill gap (%Disagree)	a3r	0.3981	0.3595	0.4367	0.3675	0.3038	0.4311	0.4314	1833
A5-Men with many women are real men (%Disagree)	a5r	0.8867	0.8659	0.9075	0.9219	0.8808	0.963	0.1481	1832
A6-Men have right to get sex for gifts (%Disagree)	a6r	0.585	0.5396	0.6303	0.7	0.6373	0.7626	0.0155	1833

CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	cn7r	0.6247	0.5789	0.6705	0.6668	0.6093	0.7243	0.2333	1833
CN9-Leaders discourage multiple partners (%Very often/sometimes)	cn9r	0.3316	0.2912	0.3721	0.3865	0.3218	0.4513	0.1897	1832
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	cn10r	0.3556	0.3218	0.3894	0.4514	0.3779	0.5248	0.0269	1831
B6-Number of lifetime partners	lifep	9.0812	8.0873	10.0751	7.2236	6.0371	8.4102	0.0087	1675
B1-Age at first sex	firstsex	17.5707	17.3252	17.8163	17.6471	17.2962	17.998	0.7288	1522
Age difference bewteen partner 1 and respondent	agediff_p1	-2.9268	-3.6709	-2.1827	-3.7754	-4.499	-3.0518	0.1403	1337
Age difference bewteen partner 2 and respondent	agediff_p2	-1.6443	-2.4834	-0.8051	-2.3221	-4.0776	-0.5665	0.551	574

Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to Any Television (Vs. None)</b>									
B2-Multiple partners (past 12 months)	mp1	0.4833	0.4536	0.5129	0.4414	0.3307	0.552	0.4781	1761
B4-Multiple partners (past month)	mp2	0.1794	0.1431	0.2158	0.2007	0.1271	0.2743	0.5208	1667
B3-More than one partner within 3 months period (past 12 months)	b3r	0.2883	0.259	0.3175	0.3738	0.2867	0.4609	0.0668	1675
B5-Reports currently having more than one partner	cpsr	0.2494	0.2164	0.2823	0.3016	0.2196	0.3836	0.2014	1671
B14-Reports currently having sex with 2 or more recent partners (calendar)	cppt	0.2691	0.2352	0.3031	0.3576	0.2587	0.4565	0.061	1675
B8- Wife has other sexual partner (%yes/suspect)	w_othp	0.1413	0.1043	0.1782	0.163	0.0503	0.2758	0.7065	785
B20-Received gifts for sex from any partner	get_any	0.2108	0.1679	0.2537	0.246	0.1516	0.3404	0.4271	1671
B21-Gave gifts for sex to any partner	give_any	0.2434	0.2081	0.2786	0.2853	0.1943	0.3762	0.3853	1670
10+ age difference between resp. and any partner	age10any	0.1462	0.116	0.1764	0.1546	0.0765	0.2326	0.8352	1514
10+ age difference between resp. and regular partner	age10reg	0.1293	0.0983	0.1603	0.1536	0.0757	0.2314	0.5304	1503
K5-Multiple sexual partners increase HIV risk (%True)	k5r	0.9066	0.8876	0.9255	0.9386	0.8924	0.9849	0.2128	2014

A1-Most married men faithful to wives (%Agree)	a1r	0.2999	0.2664	0.3333	0.3066	0.2131	0.4002	0.8864	2014
A2-Can resist temptation of sex with person besides main partner (%Agree)	a2r	0.6012	0.5674	0.635	0.5527	0.4841	0.6213	0.1869	2014
A3-Need someone to fill gap (%Disagree)	a3r	0.3952	0.3612	0.4292	0.4588	0.3783	0.5392	0.1487	2014
A5-Men with many women are real men (%Disagree)	a5r	0.875	0.8505	0.8995	0.9245	0.8736	0.9753	0.1236	2013
A6-Men have right to get sex for gifts (%Disagree)	a6r	0.5986	0.5662	0.6309	0.6356	0.5346	0.7366	0.4668	2014
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	cn7r	0.6322	0.5952	0.6692	0.616	0.5158	0.7161	0.745	2014
CN9-Leaders discourage multiple partners (%Very often/sometimes)	cn9r	0.3365	0.3073	0.3657	0.4202	0.3237	0.5167	0.0843	2013
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	cn10r	0.3729	0.3453	0.4006	0.4343	0.342	0.5265	0.1951	2012
B6-Number of lifetime partners	lifep	8.2595	7.495	9.024	9.7637	6.0553	13.4722	0.4316	1828
B1-Age at first sex	firstsex	17.6209	17.4188	17.8229	17.6392	17.1187	18.1596	0.9462	1675
Age difference bewteen partner 1 and respondent	agediff_p1	-3.2037	-3.7841	-2.6233	-3.5228	-4.3268	-2.7188	0.4935	1468
Age difference bewteen partner 2 and respondent	agediff_p2	-2.1022	-2.7687	-1.4356	-1.3326	-2.7298	0.0645	0.2827	615

Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to Any Print (Vs. None)</b>									
B2-Multiple partners (past 12 months)	mp1	0.5127	0.4685	0.5569	0.4247	0.3705	0.4788	0.0378	1761
B4-Multiple partners (past month)	mp2	0.2124	0.1629	0.2619	0.1382	0.0968	0.1796	0.0129	1667
B3-More than one partner within 3 months period (past 12 months)	b3r	0.3076	0.2696	0.3456	0.2828	0.2347	0.3309	0.4675	1675
B5-Reports currently having more than one partner	cpsr	0.2739	0.2278	0.3199	0.2282	0.1823	0.2742	0.1879	1671
B14-Reports currently having sex with 2 or more recent partners (calendar)	cppt	0.3035	0.257	0.3501	0.2392	0.1909	0.2874	0.0669	1675
B8- Wife has other sexual partner (%yes/suspect)	w_othp	0.163	0.1169	0.2091	0.103	0.0578	0.1482	0.0844	785

B20-Received gifts for sex from any partner	get_any	0.2282	0.1783	0.2781	0.1958	0.1391	0.2525	0.3349	1671
B21-Gave gifts for sex to any partner	give_any	0.2672	0.2295	0.3049	0.2174	0.1725	0.2624	0.0563	1670
10+ age difference between resp. and any partner	age10any	0.1604	0.1257	0.1951	0.1229	0.0875	0.1582	0.0779	1514
10+ age difference between resp. and regular partner	age10reg	0.144	0.108	0.18	0.1095	0.0746	0.1445	0.1067	1503
K5-Multiple sexual partners increase HIV risk (%True)	k5r	0.9041	0.8814	0.9267	0.9215	0.8946	0.9484	0.2977	2014
A1-Most married men faithful to wives (%Agree)	a1r	0.3213	0.2809	0.3617	0.2598	0.2082	0.3113	0.0621	2014
A2-Can resist temptation of sex with person besides main partner (%Agree)	a2r	0.553	0.5074	0.5985	0.6661	0.6166	0.7157	0.0041	2014
A3-Need someone to fill gap (%Disagree)	a3r	0.3919	0.3527	0.431	0.4198	0.3488	0.4908	0.5346	2014
A5-Men with many women are real men (%Disagree)	a5r	0.8646	0.8369	0.8923	0.9122	0.8786	0.9457	0.0264	2013
A6-Men have right to get sex for gifts (%Disagree)	a6r	0.6331	0.597	0.6693	0.549	0.4905	0.6075	0.0122	2014
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	cn7r	0.6127	0.5627	0.6627	0.6643	0.6062	0.7223	0.2038	2014
CN9-Leaders discourage multiple partners (%Very often/sometimes)	cn9r	0.3544	0.312	0.3968	0.3337	0.2947	0.3727	0.493	2013
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	cn10r	0.3753	0.3363	0.4144	0.3868	0.3347	0.4389	0.7545	2012
B6-Number of lifetime partners	lifep	8.4257	7.5747	9.2768	8.4211	7.0197	9.8226	0.9952	1828
B1-Age at first sex	firstsex	17.5507	17.3209	17.7805	17.7319	17.4123	18.0515	0.3475	1675
Age difference bewteen partner 1 and respondent	agediff_p1	-3.5686	-4.1388	-2.9983	-2.7664	-3.4612	-2.0717	0.0204	1468
Age difference bewteen partner 2 and respondent	agediff_p2	-2.3543	-3.2193	-1.4893	-1.5013	-2.5113	-0.4912	0.2243	615

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Media Channel (Vs. None)</b>									
B2-Multiple partners (past 12 months)	mp1	0.4834	0.3913	0.5754	0.5266	0.4745	0.5787	0.4703	1691

B4-Multiple partners (past month)	mp2	0.1772	0.1228	0.2316	0.2161	0.1624	0.2698	0.255	1606
B3-More than one partner within 3 months period (past 12 months)	b3r	0.2588	0.1864	0.3312	0.3311	0.2824	0.3799	0.158	1615
B5-Reports currently having more than one partner	cpsr	0.2214	0.1576	0.2852	0.3041	0.2528	0.3553	0.057	1610
B14-Reports currently having sex with 2 or more recent partners (calendar)	cppt	0.2868	0.2207	0.353	0.3044	0.2499	0.3589	0.6818	1614
B8- Wife has other sexual partner (%yes/suspect)	w_othp	0.2003	0.1164	0.2841	0.1298	0.0754	0.1842	0.1761	752
B20-Received gifts for sex from any partner	get_any	0.2638	0.1851	0.3424	0.1804	0.1333	0.2275	0.0287	1610
B21-Gave gifts for sex to any partner	give_any	0.288	0.2103	0.3656	0.2247	0.1783	0.2712	0.1857	1609
10+ age difference between resp. and any partner	age10any	0.1692	0.1011	0.2374	0.1479	0.1116	0.1843	0.5924	1457
10+ age difference between resp. and regular partner	age10reg	0.1343	0.0705	0.1981	0.1383	0.0988	0.1779	0.9183	1445
K5-Multiple sexual partners increase HIV risk (%True)	k5r	0.8958	0.8629	0.9287	0.9152	0.8779	0.9526	0.4796	1935
A1-Most married men faithful to wives (%Agree)	a1r	0.3428	0.285	0.4006	0.2567	0.206	0.3075	0.0248	1935
A2-Can resist temptation of sex with person besides main partner (%Agree)	a2r	0.5217	0.4609	0.5826	0.5702	0.5214	0.6189	0.1986	1935
A3-Need someone to fill gap (%Disagree)	a3r	0.3913	0.3284	0.4542	0.3644	0.3238	0.405	0.496	1935
A5-Men with many women are real men (%Disagree)	a5r	0.8699	0.8341	0.9056	0.882	0.8407	0.9232	0.693	1934
A6-Men have right to get sex for gifts (%Disagree)	a6r	0.6512	0.5922	0.7103	0.6243	0.5684	0.6803	0.5543	1935
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	cn7r	0.587	0.5234	0.6506	0.6535	0.59	0.717	0.1068	1935
CN9-Leaders discourage multiple partners (%Very often/sometimes)	cn9r	0.3227	0.2458	0.3996	0.3774	0.3269	0.4278	0.2758	1934
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	cn10r	0.3342	0.2612	0.4073	0.4137	0.3617	0.4656	0.136	1933
B6-Number of lifetime partners	lifep	7.5608	6.2962	8.8254	8.6643	7.571	9.7576	0.1937	1753
B1-Age at first sex	firstsex	17.8953	17.4903	18.3003	17.3893	17.1101	17.6685	0.0472	1607

Age difference bewteen partner 1 and respondent	agediff_p1	-2.9136	-3.9812	-1.8461	-3.6607	-4.3341	-2.9874	0.2516	1411
Age difference bewteen partner 2 and respondent	agediff_p2	-0.9262	-2.3668	0.5143	-2.741	-3.6101	-1.872	0.0422	600

Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to Two Media Channel (Vs. None)</b>									
B2-Multiple partners (past 12 months)	mp1	0.4834	0.3913	0.5754	0.4413	0.3699	0.5126	0.5737	1691
B4-Multiple partners (past month)	mp2	0.1772	0.1228	0.2316	0.1582	0.1081	0.2083	0.6159	1606
B3-More than one partner within 3 months period (past 12 months)	b3r	0.2588	0.1864	0.3312	0.3013	0.2442	0.3584	0.4468	1615
B5-Reports currently having more than one partner	cpsr	0.2214	0.1576	0.2852	0.2509	0.1948	0.3071	0.5456	1610
B14-Reports currently having sex with 2 or more recent partners (calendar)	cppt	0.2868	0.2207	0.353	0.2461	0.1873	0.3049	0.4285	1614
B8- Wife has other sexual partner (%yes/suspect)	w_othp	0.2003	0.1164	0.2841	0.1112	0.0583	0.1641	0.1116	752
B20-Received gifts for sex from any partner	get_any	0.2638	0.1851	0.3424	0.1816	0.1257	0.2374	0.0852	1610
B21-Gave gifts for sex to any partner	give_any	0.288	0.2103	0.3656	0.2077	0.1615	0.2539	0.0919	1609
10+ age difference between resp. and any partner	age10any	0.1692	0.1011	0.2374	0.1159	0.0739	0.1579	0.2103	1457
10+ age difference between resp. and regular partner	age10reg	0.1343	0.0705	0.1981	0.1071	0.0643	0.15	0.5218	1445
K5-Multiple sexual partners increase HIV risk (%True)	k5r	0.8958	0.8629	0.9287	0.9517	0.9287	0.9746	0.0108	1935
A1-Most married men faithful to wives (%Agree)	a1r	0.3428	0.285	0.4006	0.2535	0.1973	0.3097	0.0643	1935
A2-Can resist temptation of sex with person besides main partner (%Agree)	a2r	0.5217	0.4609	0.5826	0.6822	0.6315	0.7328	0.0011	1935
A3-Need someone to fill gap (%Disagree)	a3r	0.3913	0.3284	0.4542	0.4319	0.348	0.5157	0.5115	1935
A5-Men with many women are real men (%Disagree)	a5r	0.8699	0.8341	0.9056	0.9414	0.9181	0.9647	0.0018	1934
A6-Men have right to get sex for gifts (%Disagree)	a6r	0.6512	0.5922	0.7103	0.5569	0.4966	0.6172	0.0412	1935

CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	cn7r	0.587	0.5234	0.6506	0.6863	0.6283	0.7443	0.0258	1935
CN9-Leaders discourage multiple partners (%Very often/sometimes)	cn9r	0.3227	0.2458	0.3996	0.356	0.2985	0.4135	0.5581	1934
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	cn10r	0.3342	0.2612	0.4073	0.4065	0.3488	0.4642	0.1956	1933
B6-Number of lifetime partners	lifep	7.5608	6.2962	8.8254	9.4072	7.4232	11.3913	0.1865	1753
B1-Age at first sex	firstsex	17.8953	17.4903	18.3003	17.5737	17.2326	17.9149	0.2767	1607
Age difference bewteen partner 1 and respondent	agediff_p1	-2.9136	-3.9812	-1.8461	-2.6997	-3.354	-2.0454	0.7409	1411
Age difference bewteen partner 2 and respondent	agediff_p2	-0.9262	-2.3668	0.5143	-1.5605	-2.5859	-0.5352	0.5285	600

Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to Any SAfAIDS</b>									
B2-Multiple partners (past 12 months)	mp1	0.4751	0.439	0.5112	0.4914	0.4028	0.5799	0.7613	1761
B4-Multiple partners (past month)	mp2	0.177	0.1377	0.2162	0.2003	0.1149	0.2857	0.6126	1667
B3-More than one partner within 3 months period (past 12 months)	b3r	0.2785	0.2478	0.3092	0.3753	0.3047	0.4458	0.018	1675
B5-Reports currently having more than one partner	cpsr	0.2448	0.2116	0.2781	0.2963	0.2243	0.3684	0.1635	1671
B14-Reports currently having sex with 2 or more recent partners (calendar)	cppt	0.2802	0.2438	0.3166	0.2702	0.1586	0.3818	0.8729	1675
B8- Wife has other sexual partner (%yes/suspect)	w_othp	0.1468	0.1065	0.187	0.1272	0.0582	0.1962	0.6396	785
B20-Received gifts for sex from any partner	get_any	0.2123	0.164	0.2606	0.2256	0.1531	0.298	0.7554	1671
B21-Gave gifts for sex to any partner	give_any	0.2507	0.2125	0.289	0.2368	0.1746	0.299	0.7105	1670
10+ age difference between resp. and any partner	age10any	0.1331	0.1047	0.1615	0.2006	0.1406	0.2606	0.0091	1514
10+ age difference between resp. and regular partner	age10reg	0.115	0.0863	0.1438	0.1983	0.1353	0.2613	0.0015	1503
K5-Multiple sexual partners increase HIV risk (%True)	k5r	0.9074	0.887	0.9277	0.9179	0.8819	0.954	0.5985	2014

A1-Most married men faithful to wives (%Agree)	a1r	0.305	0.2667	0.3432	0.28	0.2011	0.359	0.5971	2014
A2-Can resist temptation of sex with person besides main partner (%Agree)	a2r	0.5932	0.5525	0.634	0.6076	0.526	0.6892	0.7822	2014
A3-Need someone to fill gap (%Disagree)	a3r	0.4154	0.3783	0.4525	0.3438	0.2697	0.4179	0.1123	2014
A5-Men with many women are real men (%Disagree)	a5r	0.8767	0.8528	0.9005	0.8919	0.8367	0.9472	0.598	2013
A6-Men have right to get sex for gifts (%Disagree)	a6r	0.6181	0.5825	0.6537	0.5372	0.4515	0.6229	0.0925	2014
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	cn7r	0.6163	0.578	0.6546	0.6999	0.623	0.7769	0.05	2014
CN9-Leaders discourage multiple partners (%Very often/sometimes)	cn9r	0.3387	0.302	0.3755	0.3749	0.3094	0.4405	0.3835	2013
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	cn10r	0.3653	0.3328	0.3978	0.4369	0.3802	0.4936	0.0352	2012
B6-Number of lifetime partners	lifep	8.399	7.5173	9.2806	8.5297	6.8564	10.2029	0.8868	1828
B1-Age at first sex	firstsex	17.6901	17.4711	17.9091	17.3696	16.9321	17.807	0.2001	1675
Age difference bewteen partner 1 and respondent	agediff_p1	-2.981	-3.5483	-2.4137	-4.1757	-5.0878	-3.2635	0.0134	1468
Age difference bewteen partner 2 and respondent	agediff_p2	-1.9682	-2.7303	-1.2062	-2.1226	-3.8744	-0.3708	0.8824	615

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any CMT</b>									
B2-Multiple partners (past 12 months)	mp1	0.4795	0.4503	0.5087	0.4673	0.3731	0.5614	0.7976	1761
B4-Multiple partners (past month)	mp2	0.1804	0.1428	0.2181	0.1952	0.1104	0.28	0.7337	1667
B3-More than one partner within 3 months period (past 12 months)	b3r	0.2924	0.2657	0.3191	0.3556	0.2603	0.4509	0.1752	1675
B5-Reports currently having more than one partner	cpsr	0.2534	0.2206	0.2861	0.2761	0.1969	0.3554	0.5637	1671
B14-Reports currently having sex with 2 or more recent partners (calendar)	cppt	0.2766	0.2408	0.3124	0.298	0.1986	0.3973	0.68	1675
B8- Wife has other sexual partner (%yes/suspect)	w_othp	0.1433	0.1069	0.1796	0.1406	0.0457	0.2356	0.9571	785



B20-Received gifts for sex from any partner	get_any	0.2173	0.1727	0.262	0.188	0.1099	0.266	0.5021	1671
B21-Gave gifts for sex to any partner	give_any	0.2498	0.215	0.2845	0.2283	0.1432	0.3135	0.6495	1670
10+ age difference between resp. and any partner	age10any	0.1424	0.1126	0.1722	0.1934	0.1242	0.2626	0.1254	1514
10+ age difference between resp. and regular partner	age10reg	0.1254	0.0939	0.1568	0.2009	0.1216	0.2803	0.0555	1503
K5-Multiple sexual partners increase HIV risk (%True)	k5r	0.9067	0.8872	0.9262	0.9495	0.9023	0.9968	0.1658	2014
A1-Most married men faithful to wives (%Agree)	a1r	0.3018	0.2677	0.3359	0.2829	0.1896	0.3763	0.7019	2014
A2-Can resist temptation of sex with person besides main partner (%Agree)	a2r	0.5984	0.565	0.6319	0.5691	0.4597	0.6784	0.6105	2014
A3-Need someone to fill gap (%Disagree)	a3r	0.4031	0.3711	0.4351	0.3909	0.2709	0.5108	0.8439	2014
A5-Men with many women are real men (%Disagree)	a5r	0.877	0.8526	0.9013	0.9086	0.8538	0.9635	0.3185	2013
A6-Men have right to get sex for gifts (%Disagree)	a6r	0.6061	0.5718	0.6403	0.5607	0.4588	0.6627	0.3897	2014
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	cn7r	0.6307	0.5935	0.6678	0.6306	0.5094	0.7518	0.9987	2014
CN9-Leaders discourage multiple partners (%Very often/sometimes)	cn9r	0.3535	0.3215	0.3856	0.2761	0.1925	0.3596	0.1218	2013
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	cn10r	0.3814	0.3499	0.4129	0.3629	0.2548	0.4709	0.7651	2012
B6-Number of lifetime partners	lifep	8.49	7.5983	9.3817	7.736	5.7496	9.7223	0.515	1828
B1-Age at first sex	firstsex	17.6478	17.442	17.8537	17.3531	16.8081	17.8981	0.3125	1675
Age difference bewteen partner 1 and respondent	agediff_p1	-3.1462	-3.6865	-2.6059	-4.194	-5.482	-2.906	0.1113	1468
Age difference bewteen partner 2 and respondent	agediff_p2	-2.3728	-3.0151	-1.7304	1.4991	-0.4513	3.4496	0.0001	615

**OTHER RISK FACTORS**

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Radio Show (Vs. None)</b>									
A13-Worried about becoming HIV infected (%Worried)	a13r	0.5183	0.4523	0.5843	0.4789	0.429	0.5287	0.3878	1866
A14-Likely to be infected now (%High/Med)	a14r	0.2248	0.1727	0.2769	0.1902	0.1492	0.2313	0.3881	1823
K2-STIs decrease HIV infection (%False)	k2r	0.7711	0.7261	0.8162	0.7808	0.7313	0.8302	0.7902	1913
K6-TB can't be cured if HIV+ (%False)	k6r	0.4557	0.404	0.5074	0.3728	0.3272	0.4185	0.0331	1913
K10 Risk of contracting HIV decreases for a circumcised man	k10r	0.4268	0.3659	0.4878	0.4353	0.3712	0.4994	0.8599	1912
K11-Knows where to get information about HIV/AIDS	k11r	0.6688	0.6246	0.713	0.7063	0.6443	0.7683	0.3159	1913

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Radio Shows (Vs. None)</b>									
A13-Worried about becoming HIV infected (%Worried)	a13r	0.5183	0.4523	0.5843	0.4956	0.4071	0.5841	0.7109	1866
A14-Likely to be infected now (%High/Med)	a14r	0.2248	0.1727	0.2769	0.2225	0.168	0.2769	0.9516	1823
K2-STIs decrease HIV infection (%False)	k2r	0.7711	0.7261	0.8162	0.7698	0.7138	0.8259	0.9707	1913
K6-TB can't be cured if HIV+ (%False)	k6r	0.4557	0.404	0.5074	0.4085	0.3449	0.4721	0.2871	1913
K10 Risk of contracting HIV decreases for a circumcised man	k10r	0.4268	0.3659	0.4878	0.4757	0.3825	0.5689	0.3814	1912
K11-Knows where to get information about HIV/AIDS	k11r	0.6688	0.6246	0.713	0.7329	0.6709	0.7949	0.1332	1913

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		

<b>Exposure: Exposed to Any Radio Drama (Vs. None)</b>									
A13-Worried about becoming HIV infected (%Worried)	a13r	0.4979	0.4558	0.54	0.5089	0.4292	0.5886	0.808	1787
A14-Likely to be infected now (%High/Med)	a14r	0.2056	0.1802	0.2311	0.2428	0.1855	0.3	0.2151	1747
K2-STIs decrease HIV infection (%False)	k2r	0.7759	0.7436	0.8082	0.7569	0.698	0.8158	0.5359	1833
K6-TB can't be cured if HIV+ (%False)	k6r	0.4188	0.3825	0.4551	0.3992	0.3439	0.4545	0.5521	1833
K10 Risk of contracting HIV decreases for a circumcised man	k10r	0.4247	0.3798	0.4697	0.469	0.3858	0.5523	0.2646	1832
K11-Knows where to get information about HIV/AIDS	k11r	0.6878	0.6468	0.7288	0.7027	0.6316	0.7738	0.7407	1833

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Television (Vs. None)</b>									
A13-Worried about becoming HIV infected (%Worried)	a13r	0.5071	0.4645	0.5497	0.5801	0.4857	0.6745	0.1294	1967
A14-Likely to be infected now (%High/Med)	a14r	0.2015	0.175	0.228	0.2441	0.1639	0.3242	0.3335	1924
K2-STIs decrease HIV infection (%False)	k2r	0.7663	0.7375	0.7951	0.7902	0.7135	0.8669	0.5316	2014
K6-TB can't be cured if HIV+ (%False)	k6r	0.4081	0.3744	0.4417	0.3839	0.292	0.4757	0.6413	2014
K10 Risk of contracting HIV decreases for a circumcised man	k10r	0.4258	0.3834	0.4682	0.5661	0.4697	0.6625	0.002	2013
K11-Knows where to get information about HIV/AIDS	k11r	0.6808	0.6496	0.7121	0.7163	0.6216	0.811	0.4735	2014

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Print (Vs. None)</b>									
A13-Worried about becoming HIV infected (%Worried)	a13r	0.5218	0.4662	0.5775	0.5038	0.4368	0.5709	0.6931	1967
A14-Likely to be infected now (%High/Med)	a14r	0.1987	0.165	0.2323	0.2191	0.1777	0.2605	0.4903	1924
K2-STIs decrease HIV infection (%False)	k2r	0.7688	0.7322	0.8054	0.7658	0.7201	0.8114	0.9211	2014

K6-TB can't be cured if HIV+ (%False)	k6r	0.3797	0.3368	0.4226	0.4454	0.3922	0.4985	0.0738	2014
K10 Risk of contracting HIV decreases for a circumcised man	k10r	0.4163	0.3647	0.468	0.481	0.4146	0.5475	0.1068	2013
K11-Knows where to get information about HIV/AIDS	k11r	0.6882	0.6548	0.7216	0.6734	0.6136	0.7332	0.6614	2014

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Media Channel (Vs. None)</b>									
A13-Worried about becoming HIV infected (%Worried)	a13r	0.508	0.4336	0.5823	0.5171	0.46	0.5742	0.8406	1888
A14-Likely to be infected now (%High/Med)	a14r	0.223	0.1605	0.2855	0.1997	0.1567	0.2427	0.5703	1845
K2-STIs decrease HIV infection (%False)	k2r	0.7863	0.7331	0.8395	0.7512	0.714	0.7884	0.2865	1935
K6-TB can't be cured if HIV+ (%False)	k6r	0.4416	0.3749	0.5082	0.3772	0.3325	0.4219	0.1057	1935
K10 Risk of contracting HIV decreases for a circumcised man	k10r	0.3838	0.3207	0.447	0.4374	0.3717	0.5031	0.2028	1934
K11-Knows where to get information about HIV/AIDS	k11r	0.6917	0.6451	0.7383	0.6599	0.616	0.7039	0.34	1935

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Media Channels (Vs. None)</b>									
A13-Worried about becoming HIV infected (%Worried)	a13r	0.508	0.4336	0.5823	0.4752	0.4051	0.5453	0.5384	1888
A14-Likely to be infected now (%High/Med)	a14r	0.223	0.1605	0.2855	0.2177	0.1727	0.2627	0.9011	1845
K2-STIs decrease HIV infection (%False)	k2r	0.7863	0.7331	0.8395	0.7894	0.7405	0.8383	0.9382	1935
K6-TB can't be cured if HIV+ (%False)	k6r	0.4416	0.3749	0.5082	0.4289	0.3717	0.486	0.8024	1935
K10 Risk of contracting HIV decreases for a circumcised man	k10r	0.3838	0.3207	0.447	0.502	0.4254	0.5786	0.028	1934
K11-Knows where to get information about HIV/AIDS	k11r	0.6917	0.6451	0.7383	0.7352	0.6672	0.8032	0.2805	1935

		Unexposed			Exposed			p-value	N
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Variable		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any SAfAIDS</b>									
A13-Worried about becoming HIV infected (%Worried)	a13r	0.5087	0.4599	0.5574	0.5429	0.4699	0.6158	0.444	1967
A14-Likely to be infected now (%High/Med)	a14r	0.2019	0.1701	0.2337	0.2243	0.1448	0.3038	0.6457	1924
K2-STIs decrease HIV infection (%False)	k2r	0.7617	0.7277	0.7956	0.8021	0.7367	0.8674	0.3219	2014
K6-TB can't be cured if HIV+ (%False)	k6r	0.4116	0.3735	0.4497	0.3792	0.3099	0.4486	0.4663	2014
K10 Risk of contracting HIV decreases for a circumcised man	k10r	0.4398	0.3934	0.4861	0.4462	0.3706	0.5217	0.8732	2013
K11-Knows where to get information about HIV/AIDS	k11r	0.6717	0.6385	0.7049	0.7405	0.662	0.8191	0.1293	2014

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any CMT</b>									
A13-Worried about becoming HIV infected (%Worried)	a13r	0.5144	0.4708	0.558	0.5236	0.4022	0.6451	0.8854	1967
A14-Likely to be infected now (%High/Med)	a14r	0.197	0.172	0.2221	0.3009	0.2179	0.3838	0.0123	1924
K2-STIs decrease HIV infection (%False)	k2r	0.769	0.7401	0.7979	0.7508	0.6475	0.854	0.7217	2014
K6-TB can't be cured if HIV+ (%False)	k6r	0.4049	0.3731	0.4368	0.4086	0.3125	0.5047	0.9421	2014
K10 Risk of contracting HIV decreases for a circumcised man	k10r	0.4227	0.3799	0.4655	0.6414	0.5286	0.7543	0.0002	2013
K11-Knows where to get information about HIV/AIDS	k11r	0.687	0.6548	0.7192	0.6362	0.5124	0.7601	0.4362	2014

## HIV COMMUNICATION

Variable		Proportion	Unexposed		Exposed		p-value	N	
			Lower bound	Upper bound	Proportion	Lower bound			Upper bound
<b>Exposure: Exposed to One Radio Show (Vs. None)</b>									
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	disc_spouse	0.5633	0.5007	0.6259	0.6012	0.5336	0.6688	0.3834	1657
B26-Discussed HIV/AIDS with Kids (%Very often/often)	disc_kids	0.2183	0.1537	0.283	0.2631	0.203	0.3232	0.331	562
B27-Discussed HIV/AIDS with friends (%Very often/often)	disc_friend	0.57	0.5214	0.6185	0.6145	0.5636	0.6654	0.2675	1909
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	disc_any	0.6852	0.6414	0.7291	0.7546	0.7058	0.8034	0.0597	1911
A4-Sex life improves with communication with partner (%Agree)	a4r	0.8868	0.8492	0.9244	0.9451	0.9172	0.9731	0.0111	1913
B22-Sexually dissatisfied with regular partner (%Very often/often)	b22r	0.1491	0.0839	0.2143	0.1169	0.0672	0.1666	0.4316	775
B23-Sexually satisfied with regular partner (%Very often/often)	b23r	0.9754	0.9636	0.9873	0.9389	0.9066	0.9712	0.0203	773

Variable		Proportion	Unexposed		Exposed		p-value	N	
			Lower bound	Upper bound	Proportion	Lower bound			Upper bound
<b>Exposure: Exposed to Two Radio Shows (Vs. None)</b>									
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	disc_spouse	0.5633	0.5007	0.6259	0.6812	0.5768	0.7855	0.0871	1657
B26-Discussed HIV/AIDS with Kids (%Very often/often)	disc_kids	0.2183	0.1537	0.283	0.3515	0.2747	0.4283	0.0154	562
B27-Discussed HIV/AIDS with friends (%Very often/often)	disc_friend	0.57	0.5214	0.6185	0.6345	0.543	0.7261	0.2335	1909
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	disc_any	0.6852	0.6414	0.7291	0.7253	0.636	0.8146	0.4507	1911
A4-Sex life improves with communication with partner (%Agree)	a4r	0.8868	0.8492	0.9244	0.9508	0.9244	0.9772	0.0139	1913
B22-Sexually dissatisfied with regular partner (%Very often/often)	b22r	0.1491	0.0839	0.2143	0.1594	0.108	0.2109	0.8298	775

B23-Sexually satisfied with regular partner (%Very often/often)	b23r	0.9754	0.9636	0.9873	0.9151	0.8649	0.9654	0.0051	773
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Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to Any Radio Drama (Vs. None)</b>									
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	disc_spouse	0.5821	0.5318	0.6325	0.6506	0.5544	0.7469	0.2377	1582
B26-Discussed HIV/AIDS with Kids (%Very often/often)	disc_kids	0.2275	0.1783	0.2767	0.3535	0.2881	0.4189	0.0029	530
B27-Discussed HIV/AIDS with friends (%Very often/often)	disc_friend	0.5884	0.5561	0.6207	0.6211	0.5405	0.7017	0.4563	1829
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	disc_any	0.7095	0.6803	0.7388	0.7088	0.6345	0.783	0.9848	1831
A4-Sex life improves with communication with partner (%Agree)	a4r	0.9112	0.8875	0.9349	0.939	0.9141	0.9639	0.0712	1833
B22-Sexually dissatisfied with regular partner (%Very often/often)	b22r	0.1275	0.0828	0.1722	0.1458	0.0994	0.1923	0.6149	731
B23-Sexually satisfied with regular partner (%Very often/often)	b23r	0.9595	0.9428	0.9763	0.937	0.8955	0.9785	0.3022	728

Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to Any Television (Vs. None)</b>									
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	disc_spouse	0.5984	0.5565	0.6402	0.626	0.5393	0.7128	0.4975	1747
B26-Discussed HIV/AIDS with Kids (%Very often/often)	disc_kids	0.2681	0.2229	0.3134	0.2822	0.1646	0.3998	0.8334	583
B27-Discussed HIV/AIDS with friends (%Very often/often)	disc_friend	0.595	0.5637	0.6263	0.5773	0.4736	0.6811	0.7342	2010
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	disc_any	0.7084	0.6801	0.7367	0.7596	0.684	0.8352	0.1933	2012
A4-Sex life improves with communication with partner (%Agree)	a4r	0.9046	0.8816	0.9275	0.9077	0.8558	0.9597	0.912	2014
B22-Sexually dissatisfied with regular partner (%Very often/often)	b22r	0.1279	0.0987	0.157	0.1933	0.0891	0.2975	0.1895	817

B23-Sexually satisfied with regular partner (%Very often/often)	b23r	0.9564	0.9389	0.9738	0.9534	0.9027	1.0041	0.9168	813
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Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Print (Vs. None)</b>									
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	disc_spouse	0.6059	0.5601	0.6518	0.5917	0.5368	0.6466	0.6125	1747
B26-Discussed HIV/AIDS with Kids (%Very often/often)	disc_kids	0.2233	0.1686	0.2779	0.3597	0.2605	0.4589	0.0265	583
B27-Discussed HIV/AIDS with friends (%Very often/often)	disc_friend	0.6017	0.5663	0.6371	0.576	0.5228	0.6292	0.401	2010
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	disc_any	0.7096	0.6766	0.7425	0.7173	0.6761	0.7585	0.7551	2012
A4-Sex life improves with communication with partner (%Agree)	a4r	0.9168	0.8938	0.9397	0.8728	0.8269	0.9186	0.0681	2014
B22-Sexually dissatisfied with regular partner (%Very often/often)	b22r	0.1517	0.1141	0.1893	0.1146	0.0683	0.1609	0.2832	817
B23-Sexually satisfied with regular partner (%Very often/often)	b23r	0.9507	0.933	0.9683	0.963	0.9428	0.9831	0.2988	813

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Media Channel (Vs. None)</b>									
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	disc_spouse	0.5795	0.5168	0.6421	0.601	0.5427	0.6593	0.6043	1677
B26-Discussed HIV/AIDS with Kids (%Very often/often)	disc_kids	0.2073	0.1249	0.2897	0.2293	0.171	0.2876	0.6404	567
B27-Discussed HIV/AIDS with friends (%Very often/often)	disc_friend	0.5906	0.5386	0.6425	0.5868	0.5305	0.6432	0.9273	1931
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	disc_any	0.6832	0.6337	0.7327	0.718	0.6665	0.7694	0.3483	1933
A4-Sex life improves with communication with partner (%Agree)	a4r	0.913	0.8849	0.9412	0.9277	0.9011	0.9543	0.4303	1935
B22-Sexually dissatisfied with regular partner (%Very often/often)	b22r	0.1901	0.1076	0.2726	0.1384	0.1032	0.1736	0.2687	787



B23-Sexually satisfied with regular partner (%Very often/often)	b23r	0.9717	0.9577	0.9858	0.9499	0.9238	0.976	0.135	785
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Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to Two Media Channels (Vs. None)</b>									
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	disc_spouse	0.5795	0.5168	0.6421	0.6279	0.5638	0.692	0.2552	1677
B26-Discussed HIV/AIDS with Kids (%Very often/often)	disc_kids	0.2073	0.1249	0.2897	0.3967	0.2962	0.4973	0.016	567
B27-Discussed HIV/AIDS with friends (%Very often/often)	disc_friend	0.5906	0.5386	0.6425	0.6289	0.5652	0.6926	0.4089	1931
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	disc_any	0.6832	0.6337	0.7327	0.7697	0.7221	0.8174	0.0301	1933
A4-Sex life improves with communication with partner (%Agree)	a4r	0.913	0.8849	0.9412	0.9108	0.8651	0.9564	0.9325	1935
B22-Sexually dissatisfied with regular partner (%Very often/often)	b22r	0.1901	0.1076	0.2726	0.1101	0.0627	0.1575	0.1214	787
B23-Sexually satisfied with regular partner (%Very often/often)	b23r	0.9717	0.9577	0.9858	0.936	0.8969	0.9751	0.0705	785

Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to Any SAfAIDS</b>									
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	disc_spouse	0.5941	0.5534	0.6349	0.6346	0.5433	0.7259	0.3611	1747
B26-Discussed HIV/AIDS with Kids (%Very often/often)	disc_kids	0.2408	0.1938	0.2879	0.3543	0.2697	0.4388	0.0238	583
B27-Discussed HIV/AIDS with friends (%Very often/often)	disc_friend	0.585	0.5513	0.6187	0.6373	0.5762	0.6985	0.1096	2010
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	disc_any	0.7031	0.6741	0.7321	0.7655	0.6992	0.8318	0.0829	2012
A4-Sex life improves with communication with partner (%Agree)	a4r	0.9	0.8756	0.9244	0.9345	0.9025	0.9665	0.1091	2014
B22-Sexually dissatisfied with regular partner (%Very often/often)	b22r	0.1457	0.1139	0.1775	0.1068	0.0576	0.1559	0.2125	817

B23-Sexually satisfied with regular partner (%Very often/often)	b23r	0.9614	0.9462	0.9766	0.9368	0.9036	0.9701	0.1152	813
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Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any CMT</b>									
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	disc_spouse	0.6011	0.5562	0.6459	0.5992	0.5035	0.6949	0.9738	1747
B26-Discussed HIV/AIDS with Kids (%Very often/often)	disc_kids	0.2575	0.2151	0.2998	0.3789	0.1877	0.5702	0.2071	583
B27-Discussed HIV/AIDS with friends (%Very often/often)	disc_friend	0.5902	0.5564	0.6241	0.6477	0.5579	0.7374	0.2617	2010
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	disc_any	0.7119	0.682	0.7418	0.7061	0.6147	0.7976	0.9106	2012
A4-Sex life improves with communication with partner (%Agree)	a4r	0.9059	0.8834	0.9284	0.8861	0.8128	0.9594	0.5922	2014
B22-Sexually dissatisfied with regular partner (%Very often/often)	b22r	0.1456	0.1144	0.1769	0.0724	0.0154	0.1293	0.0867	817

## CONDOM USE

Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to One Radio Show (Vs. None)</b>									
B7-Condom use at last sex	cls	0.5962	0.5427	0.6498	0.6112	0.5566	0.6657	0.7376	1711
Condom use at last sex with regular partner	clsn_reg	0.5986	0.5315	0.6657	0.5959	0.5484	0.6435	0.9544	1549
Condom use at last sex among those with MP in past year	clsmpl	0.6946	0.6158	0.7734	0.7088	0.6505	0.7671	0.7808	765
B19a-Condom use at last sex, most recent partner	cls_p1	0.6171	0.5515	0.6827	0.5932	0.5449	0.6414	0.6148	1590
B19a-Condom use at last sex, 2nd most recent partner	cls_p2	0.7632	0.6917	0.8346	0.7687	0.6976	0.8398	0.9268	714
B19a-Condom use at last sex, 3rd most recent partner	cls_p3	0.7925	0.7112	0.8738	0.7021	0.6045	0.7997	0.2423	407
B19a-Always uses condom with most recent partner	fcls_p1	0.3551	0.2962	0.414	0.4342	0.3852	0.4833	0.0808	1592
B19b-Always uses condom with 2nd most recent partner	fcls_p2	0.5171	0.4343	0.5998	0.6147	0.5428	0.6866	0.0986	713
B19c-Always uses condom with 3rd most recent partner	fcls_p3	0.6006	0.5053	0.696	0.5853	0.4926	0.6781	0.8179	413
CN1-Condom use in marriage accepted (%Strongly agree/agree)	cn1r	0.658	0.5967	0.7194	0.7248	0.6648	0.7849	0.1823	1913
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	cn2r	0.6718	0.6133	0.7302	0.6726	0.6065	0.7388	0.9856	1912
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	cn2ar	0.6719	0.6112	0.7326	0.6803	0.6164	0.7441	0.8691	1913

Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to Two Radio Shows (Vs. None)</b>									
B7-Condom use at last sex	cls	0.5962	0.5427	0.6498	0.657	0.5625	0.7515	0.3442	1711
Condom use at last sex with regular partner	clsn_reg	0.5986	0.5315	0.6657	0.6149	0.5334	0.6964	0.797	1549

Condom use at last sex among those with MP in past year	clsm_p1	0.6946	0.6158	0.7734	0.7961	0.7243	0.8679	0.0886	765
B19a-Condom use at last sex, most recent partner	cls_p1	0.6171	0.5515	0.6827	0.619	0.5372	0.7008	0.9762	1590
B19a-Condom use at last sex, 2nd most recent partner	cls_p2	0.7632	0.6917	0.8346	0.8018	0.7318	0.8717	0.4705	714
B19a-Condom use at last sex, 3rd most recent partner	cls_p3	0.7925	0.7112	0.8738	0.7518	0.6463	0.8573	0.5894	407
B19a-Always uses condom with most recent partner	fcls_p1	0.3551	0.2962	0.414	0.4622	0.3749	0.5495	0.0994	1592
B19b-Always uses condom with 2nd most recent partner	fcls_p2	0.5171	0.4343	0.5998	0.5895	0.4818	0.6973	0.2691	713
B19c-Always uses condom with 3rd most recent partner	fcls_p3	0.6006	0.5053	0.696	0.5299	0.3794	0.6804	0.4257	413
CN1-Condom use in marriage accepted (%Strongly agree/agree)	cn1r	0.658	0.5967	0.7194	0.7192	0.6685	0.77	0.1564	1913
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	cn2r	0.6718	0.6133	0.7302	0.7116	0.6425	0.7807	0.4068	1912
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	cn2ar	0.6719	0.6112	0.7326	0.7152	0.65	0.7804	0.3669	1913

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Radio Drama (Vs. None)</b>									
B7-Condom use at last sex	cls	0.5998	0.5639	0.6357	0.6508	0.5703	0.7313	0.3054	1635
Condom use at last sex with regular partner	clsn_reg	0.5968	0.5579	0.6357	0.6198	0.5528	0.6869	0.5992	1481
Condom use at last sex with casual partner	clsn_cas	0.8496	0.8026	0.8965	0.808	0.695	0.9211	0.5329	150
Condom use at last sex among those with MP in past year	clsm_p1	0.6978	0.6503	0.7453	0.7841	0.7231	0.8451	0.0262	736
B19a-Condom use at last sex, most recent partner	cls_p1	0.6053	0.5669	0.6436	0.6249	0.5575	0.6923	0.6569	1521
B19a-Condom use at last sex, 2nd most recent partner	cls_p2	0.7655	0.724	0.807	0.7751	0.7091	0.8411	0.8043	688
B19a-Condom use at last sex, 3rd most recent partner	cls_p3	0.7567	0.7027	0.8107	0.7433	0.6556	0.8309	0.8044	399

B19a-Always uses condom with most recent partner	fcls_p1	0.3942	0.3609	0.4275	0.4441	0.3695	0.5188	0.2976	1522
B19b-Always uses condom with 2nd most recent partner	fcls_p2	0.5659	0.5127	0.619	0.5628	0.4548	0.6708	0.9593	687
B19c-Always uses condom with 3rd most recent partner	fcls_p3	0.582	0.5124	0.6516	0.5829	0.4433	0.7225	0.9896	405
CN1-Condom use in marriage accepted (%Strongly agree/agree)	cn1r	0.6927	0.659	0.7264	0.6867	0.6326	0.7408	0.8299	1833
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	cn2r	0.6754	0.6368	0.714	0.7046	0.6404	0.7689	0.3901	1832
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	cn2ar	0.6768	0.6369	0.7167	0.7014	0.6392	0.7637	0.5242	1833

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Television (Vs. None)</b>									
B7-Condom use at last sex	cls	0.607	0.5757	0.6382	0.6292	0.5356	0.7228	0.6464	1804
Condom use at last sex with regular partner	clsn_reg	0.6006	0.5698	0.6313	0.5673	0.4804	0.6541	0.4689	1628
Condom use at last sex among those with MP in past year	clsmpl	0.7159	0.6742	0.7576	0.7086	0.6036	0.8135	0.8955	797
B19a-Condom use at last sex, most recent partner	cls_p1	0.603	0.5725	0.6335	0.614	0.531	0.6969	0.8035	1670
B19a-Condom use at last sex, 2nd most recent partner	cls_p2	0.7668	0.7318	0.8019	0.7943	0.6774	0.9112	0.6521	740
B19a-Condom use at last sex, 3rd most recent partner	cls_p3	0.7703	0.7263	0.8143	0.5211	0.3884	0.6537	0.0004	424
B19a-Always uses condom with most recent partner	fcls_p1	0.4017	0.3756	0.4279	0.4619	0.4038	0.52	0.0762	1672
B19b-Always uses condom with 2nd most recent partner	fcls_p2	0.5618	0.516	0.6076	0.658	0.5203	0.7957	0.1832	739
B19c-Always uses condom with 3rd most recent partner	fcls_p3	0.6003	0.5302	0.6704	0.5147	0.365	0.6644	0.2859	431
CN1-Condom use in marriage accepted (%Strongly agree/agree)	cn1r	0.6797	0.6457	0.7138	0.8046	0.7344	0.8749	0.008	2014
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	cn2r	0.6711	0.6353	0.7069	0.7292	0.6353	0.823	0.231	2013

CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	cn2ar	0.6733	0.6411	0.7056	0.6793	0.5844	0.7741	0.9018	2014
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Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Print (Vs. None)</b>									
B7-Condom use at last sex	cls	0.6229	0.5861	0.6596	0.5837	0.517	0.6504	0.3515	1804
Condom use at last sex with regular partner	clsn_reg	0.6285	0.5924	0.6645	0.5433	0.4771	0.6096	0.0551	1628
Condom use at last sex with casual partner	clsn_cas	0.842	0.7825	0.9014	0.8626	0.7886	0.9365	0.7084	164
Condom use at last sex among those with MP in past year	clsm_p1	0.7358	0.687	0.7846	0.6702	0.5901	0.7503	0.2051	797
B19a-Condom use at last sex, most recent partner	cls_p1	0.6309	0.5951	0.6667	0.5577	0.4925	0.623	0.0935	1670
B19a-Condom use at last sex, 2nd most recent partner	cls_p2	0.7784	0.7371	0.8197	0.744	0.6757	0.8123	0.4074	740
B19a-Condom use at last sex, 3rd most recent partner	cls_p3	0.7601	0.7079	0.8122	0.7192	0.632	0.8063	0.4199	424
B19a-Always uses condom with most recent partner	fcls_p1	0.4247	0.3826	0.4667	0.387	0.3426	0.4315	0.3255	1672
B19b-Always uses condom with 2nd most recent partner	fcls_p2	0.5953	0.5358	0.6548	0.5318	0.4428	0.6207	0.2858	739
B19c-Always uses condom with 3rd most recent partner	fcls_p3	0.6025	0.5299	0.6751	0.5678	0.4597	0.6759	0.5631	431
CN1-Condom use in marriage accepted (%Strongly agree/agree)	cn1r	0.6724	0.6333	0.7114	0.7286	0.6748	0.7825	0.1138	2014
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	cn2r	0.6693	0.6304	0.7083	0.6901	0.6277	0.7525	0.5535	2013
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	cn2ar	0.672	0.6357	0.7083	0.6776	0.6127	0.7425	0.8838	2014

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Media Channel (Vs. None)</b>									
B7-Condom use at last sex	cls	0.5828	0.516	0.6495	0.6601	0.6085	0.7117	0.1065	1733
Condom use at last sex with regular partner	clsn_reg	0.6143	0.5358	0.6927	0.6427	0.6	0.6855	0.5602	1567
Condom use at last sex with casual partner	clsn_cas	0.7917	0.6507	0.9326	0.853	0.7803	0.9258	0.488	157
Condom use at last sex among those with MP in past year	clsm_p1	0.6767	0.5782	0.7753	0.7808	0.7345	0.8271	0.0401	774
B19a-Condom use at last sex, most recent partner	cls_p1	0.61	0.5323	0.6878	0.6486	0.6057	0.6914	0.4237	1609
B19a-Condom use at last sex, 2nd most recent partner	cls_p2	0.7514	0.6709	0.8319	0.8042	0.7592	0.8492	0.2729	721
B19a-Condom use at last sex, 3rd most recent partner	cls_p3	0.8224	0.7421	0.9027	0.7414	0.6703	0.8125	0.2263	410
B19a-Always uses condom with most recent partner	fcls_p1	0.3361	0.2609	0.4112	0.4671	0.4195	0.5147	0.0053	1611
B19b-Always uses condom with 2nd most recent partner	fcls_p2	0.494	0.4039	0.5842	0.6319	0.5593	0.7045	0.0186	720
B19c-Always uses condom with 3rd most recent partner	fcls_p3	0.582	0.4736	0.6904	0.6247	0.5458	0.7036	0.5014	416
CN1-Condom use in marriage accepted (%Strongly agree/agree)	cn1r	0.648	0.5749	0.7211	0.6853	0.6387	0.7318	0.4157	1935
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	cn2r	0.6577	0.5941	0.7213	0.6927	0.639	0.7463	0.436	1934
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	cn2ar	0.6592	0.5947	0.7237	0.7129	0.6723	0.7535	0.191	1935

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Media Channels (Vs. None)</b>									
B7-Condom use at last sex	cls	0.5828	0.516	0.6495	0.5986	0.5099	0.6873	0.8154	1733
Condom use at last sex with regular partner	clsn_reg	0.6143	0.5358	0.6927	0.5454	0.459	0.6318	0.342	1567
Condom use at last sex with casual partner	clsn_cas	0.7917	0.6507	0.9326	0.8947	0.8128	0.9767	0.2898	157
Condom use at last sex among those with MP in past year	clsm_p1	0.6767	0.5782	0.7753	0.6782	0.5895	0.7668	0.9856	774
B19a-Condom use at last sex, most recent partner	cls_p1	0.61	0.5323	0.6878	0.5639	0.4773	0.6505	0.5234	1609
B19a-Condom use at last sex, 2nd most recent partner	cls_p2	0.7514	0.6709	0.8319	0.7392	0.6591	0.8192	0.8587	721
B19a-Condom use at last sex, 3rd most recent partner	cls_p3	0.8224	0.7421	0.9027	0.6395	0.5354	0.7435	0.0248	410
B19a-Always uses condom with most recent partner	fcls_p1	0.3361	0.2609	0.4112	0.4139	0.3535	0.4742	0.2072	1611
B19b-Always uses condom with 2nd most recent partner	fcls_p2	0.494	0.4039	0.5842	0.564	0.4781	0.65	0.2878	720
B19c-Always uses condom with 3rd most recent partner	fcls_p3	0.582	0.4736	0.6904	0.5313	0.41	0.6526	0.571	416
CN1-Condom use in marriage accepted (%Strongly agree/agree)	cn1r	0.648	0.5749	0.7211	0.7604	0.6976	0.8232	0.0411	1935
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	cn2r	0.6577	0.5941	0.7213	0.6921	0.6196	0.7647	0.5255	1934
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	cn2ar	0.6592	0.5947	0.7237	0.6761	0.6043	0.7479	0.7485	1935



Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any SAfAIDS</b>									
B7-Condom use at last sex	cls	0.6261	0.5944	0.6578	0.5395	0.4544	0.6245	0.053	1804
Condom use at last sex with regular partner	clsn_reg	0.6187	0.5879	0.6496	0.5128	0.4381	0.5874	0.0079	1628
Condom use at last sex with casual partner	clsn_cas	0.8619	0.8182	0.9056	0.8066	0.6952	0.9179	0.3563	164
Condom use at last sex among those with MP in past year	clsm_p1	0.736	0.696	0.7759	0.6348	0.5358	0.7339	0.0376	797
B19a-Condom use at last sex, most recent partner	cls_p1	0.6242	0.5939	0.6545	0.5258	0.4526	0.599	0.0121	1670
B19a-Condom use at last sex, 2nd most recent partner	cls_p2	0.7821	0.7456	0.8185	0.7065	0.6119	0.801	0.1147	740
B19a-Condom use at last sex, 3rd most recent partner	cls_p3	0.7568	0.7042	0.8094	0.7086	0.5782	0.8391	0.5141	424
B19a-Always uses condom with most recent partner	fcls_p1	0.4216	0.3955	0.4477	0.3612	0.299	0.4235	0.0945	1672
B19b-Always uses condom with 2nd most recent partner	fcls_p2	0.5813	0.5318	0.6309	0.5378	0.4513	0.6243	0.3275	739
B19c-Always uses condom with 3rd most recent partner	fcls_p3	0.6014	0.5206	0.6822	0.5464	0.4324	0.6604	0.4531	431
CN1-Condom use in marriage accepted (%Strongly agree/agree)	cn1r	0.6863	0.6542	0.7184	0.7166	0.6389	0.7944	0.4805	2014
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	cn2r	0.663	0.6266	0.6994	0.7416	0.663	0.8201	0.0645	2013
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	cn2ar	0.6638	0.6302	0.6974	0.7231	0.6467	0.7995	0.1585	2014

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any CMT</b>									
B7-Condom use at last sex	cls	0.6172	0.5852	0.6493	0.5075	0.4154	0.5996	0.028	1804
Condom use at last sex with regular partner	clsn_reg	0.6072	0.5764	0.6379	0.4832	0.393	0.5733	0.0112	1628
Condom use at last sex with casual partner	clsn_cas	0.8751	0.84	0.9102	0.6025	0.3901	0.815	0.0061	164
Condom use at last sex among those with MP in past year	clsm_p1	0.7268	0.6895	0.764	0.5597	0.4066	0.7128	0.0216	797
B19a-Condom use at last sex, most recent partner	cls_p1	0.6139	0.5834	0.6443	0.4936	0.4054	0.5818	0.0131	1670
B19a-Condom use at last sex, 2nd most recent partner	cls_p2	0.7755	0.7397	0.8112	0.6721	0.5135	0.8308	0.1868	740
B19a-Condom use at last sex, 3rd most recent partner	cls_p3	0.7564	0.709	0.8037	0.6392	0.4544	0.8241	0.2145	424
B19a-Always uses condom with most recent partner	fcls_p1	0.4244	0.3982	0.4505	0.2649	0.1915	0.3382	0.0007	1672
B19b-Always uses condom with 2nd most recent partner	fcls_p2	0.5923	0.547	0.6376	0.3608	0.2341	0.4874	0.0015	739
B19c-Always uses condom with 3rd most recent partner	fcls_p3	0.6195	0.5615	0.6775	0.3194	0.1557	0.4831	0.0015	431
CN1-Condom use in marriage accepted (%Strongly agree/agree)	cn1r	0.6937	0.6635	0.7238	0.6626	0.5452	0.78	0.6003	2014
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	cn2r	0.6837	0.6484	0.719	0.5896	0.4654	0.7138	0.1332	2013
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	cn2ar	0.6809	0.6496	0.7122	0.5875	0.4655	0.7094	0.1265	2014

## HIV TESTING

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Radio Show (Vs. None)</b>									
B24-Ever been tested for HIV	evertest	0.5362	0.479	0.5934	0.6332	0.5671	0.6992	0.0222	1912
B24b-HIV test in the last 12 months	hivtest	0.3774	0.325	0.4297	0.453	0.3886	0.5174	0.05	1909
B24c-Received results of most recent HIV test	hivresults	0.9712	0.9526	0.9899	0.9569	0.9351	0.9787	0.3281	1151
B24ci-Discussed results of most recent HIV test	results_disc	0.8522	0.7953	0.9091	0.8173	0.7578	0.8767	0.4784	1105
K1-If one spouse positive, the other too (%False)	k1r	0.48	0.4141	0.5459	0.5237	0.4552	0.5921	0.3465	1913
K7-Pregnant woman should test for HIV (%True)	k7r	0.8596	0.8284	0.8908	0.8497	0.7931	0.9063	0.7527	1913
A10-It is important to know your HIV status (%Agree)	a10r	0.9198	0.8881	0.9515	0.9537	0.9269	0.9806	0.0623	1833
A12-Only way to know status is by blood test (%Agree)	a12r	0.9551	0.9364	0.9737	0.9697	0.9487	0.9908	0.3275	1833
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	cn5r	0.6555	0.6027	0.7082	0.6969	0.6519	0.7419	0.2159	1913
B24a-Lifetime number of HIV tests	numtest	1.7084	1.3773	2.0395	2.2806	1.7822	2.779	0.0444	1893

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Radio Shows (Vs. None)</b>									
B24-Ever been tested for HIV	evertest	0.5362	0.479	0.5934	0.6585	0.5851	0.7319	0.0135	1912
B24b-HIV test in the last 12 months	hivtest	0.3774	0.325	0.4297	0.4372	0.3596	0.5148	0.2354	1909
B24c-Received results of most recent HIV test	hivresults	0.9712	0.9526	0.9899	0.9589	0.9277	0.9901	0.4776	1151
B24ci-Discussed results of most recent HIV test	results_disc	0.8522	0.7953	0.9091	0.8556	0.8009	0.9102	0.941	1105
K1-If one spouse positive, the other too (%False)	k1r	0.48	0.4141	0.5459	0.5151	0.4424	0.5878	0.5569	1913

K7-Pregnant woman should test for HIV (%True)	k7r	0.8596	0.8284	0.8908	0.8553	0.8105	0.9002	0.8876	1913
A10-It is important to know your HIV status (%Agree)	a10r	0.9198	0.8881	0.9515	0.9523	0.9203	0.9844	0.1948	1833
A12-Only way to know status is by blood test (%Agree)	a12r	0.9551	0.9364	0.9737	0.9789	0.9594	0.9985	0.1103	1833
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	cn5r	0.6555	0.6027	0.7082	0.7251	0.6576	0.7927	0.1107	1913
B24a-Lifetime number of HIV tests	numtest	1.7084	1.3773	2.0395	2.4369	1.9806	2.8931	0.0373	1893

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Radio Drama (Vs. None)</b>									
B24-Ever been tested for HIV	evertest	0.5788	0.534	0.6235	0.6502	0.5844	0.7159	0.0483	1832
B24b-HIV test in the last 12 months	hivtest	0.4099	0.3658	0.4541	0.4477	0.3732	0.5222	0.3417	1829
B24c-Received results of most recent HIV test	hivresults	0.9666	0.9511	0.982	0.9566	0.9307	0.9825	0.4383	1100
B24ci-Discussed results of most recent HIV test	results_disc	0.8365	0.8026	0.8704	0.8458	0.7965	0.8951	0.7534	1054
K1-If one spouse positive, the other too (%False)	k1r	0.5041	0.4524	0.5558	0.4926	0.4277	0.5575	0.8054	1833
K7-Pregnant woman should test for HIV (%True)	k7r	0.846	0.8131	0.8789	0.8863	0.8477	0.9249	0.1572	1833
A10-It is important to know your HIV status (%Agree)	a10r	0.9301	0.905	0.9551	0.9647	0.9448	0.9846	0.0357	1757
A12-Only way to know status is by blood test (%Agree)	a12r	0.9589	0.9443	0.9736	0.9741	0.9505	0.9978	0.2862	1757
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	cn5r	0.6704	0.6324	0.7083	0.7084	0.6459	0.771	0.2825	1833
B24a-Lifetime number of HIV tests	numtest	1.9633	1.6349	2.2917	2.3734	1.9492	2.7976	0.1843	1815

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Television (Vs. None)</b>									
B24-Ever been tested for HIV	evertest	0.5924	0.5517	0.6332	0.5398	0.4538	0.6259	0.2836	2013
B24b-HIV test in the last 12 months	hivtest	0.4194	0.3801	0.4588	0.3774	0.299	0.4558	0.3081	2010
B24ci-Discussed results of most recent HIV test	results_disc	0.8403	0.8095	0.8712	0.8769	0.814	0.9399	0.3379	1152
K1-If one spouse positive, the other too (%False)	k1r	0.49	0.4533	0.5266	0.4762	0.3669	0.5854	0.8024	2014
K7-Pregnant woman should test for HIV (%True)	k7r	0.8406	0.8139	0.8673	0.9057	0.8488	0.9626	0.069	2014
A10-It is important to know your HIV status (%Agree)	a10r	0.9265	0.9043	0.9487	0.9327	0.87	0.9954	0.8523	1934
A12-Only way to know status is by blood test (%Agree)	a12r	0.9552	0.94	0.9704	0.915	0.849	0.981	0.146	1934
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	cn5r	0.6783	0.643	0.7135	0.6588	0.568	0.7496	0.7033	2014
B24a-Lifetime number of HIV tests	numtest	1.9694	1.7115	2.2272	2.3976	1.759	3.0362	0.2557	1994

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Print (Vs. None)</b>									
B24-Ever been tested for HIV	evertest	0.5671	0.525	0.6091	0.6249	0.5622	0.6877	0.1018	2013
B24b-HIV test in the last 12 months	hivtest	0.3958	0.3528	0.4389	0.445	0.3829	0.5071	0.1632	2010
B24c-Received results of most recent HIV test	hivresults	0.9562	0.9376	0.9747	0.9655	0.9467	0.9844	0.483	1210
B24ci-Discussed results of most recent HIV test	results_disc	0.8384	0.7928	0.884	0.8531	0.8127	0.8934	0.6688	1152
K1-If one spouse positive, the other too (%False)	k1r	0.4825	0.4415	0.5236	0.4985	0.4403	0.5568	0.6209	2014
K7-Pregnant woman should test for HIV (%True)	k7r	0.8385	0.8103	0.8666	0.8618	0.8021	0.9214	0.4973	2014
A10-It is important to know your HIV status (%Agree)	a10r	0.9312	0.9088	0.9536	0.9168	0.878	0.9555	0.4625	1934

A12-Only way to know status is by blood test (%Agree)	a12r	0.952	0.9344	0.9696	0.9553	0.93	0.9806	0.8209	1934
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	cn5r	0.6657	0.6268	0.7046	0.6966	0.6487	0.7445	0.2954	2014
B24a-Lifetime number of HIV tests	numtest	1.9097	1.5751	2.2443	2.1946	1.8908	2.4985	0.2413	1994

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Media Channel (Vs. None)</b>									
B24-Ever been tested for HIV	evertest	0.5207	0.4589	0.5824	0.6243	0.5675	0.681	0.0132	1934
B24b-HIV test in the last 12 months	hivtest	0.3572	0.2956	0.4187	0.4359	0.3844	0.4873	0.041	1931
B24c-Received results of most recent HIV test	hivresults	0.9648	0.9402	0.9894	0.9745	0.9581	0.991	0.4472	1167
B24ci-Discussed results of most recent HIV test	results_disc	0.867	0.803	0.931	0.7946	0.7382	0.8509	0.1477	1120
K1-If one spouse positive, the other too (%False)	k1r	0.4712	0.4027	0.5396	0.5069	0.4461	0.5677	0.4484	1935
K7-Pregnant woman should test for HIV (%True)	k7r	0.86	0.8259	0.8941	0.8311	0.7824	0.8798	0.3695	1935
A10-It is important to know your HIV status (%Agree)	a10r	0.9286	0.8963	0.9609	0.94	0.9135	0.9664	0.5739	1855
A12-Only way to know status is by blood test (%Agree)	a12r	0.9586	0.9392	0.978	0.9624	0.9426	0.9821	0.7744	1855
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	cn5r	0.6514	0.5854	0.7173	0.7055	0.652	0.7591	0.2279	1935
B24a-Lifetime number of HIV tests	numtest	1.618	1.3026	1.9335	2.1936	1.7672	2.62	0.0081	1915

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Media Channels (Vs. None)</b>									
B24-Ever been tested for HIV	evertest	0.5207	0.4589	0.5824	0.6432	0.5704	0.716	0.0075	1934
B24b-HIV test in the last 12 months	hivtest	0.3572	0.2956	0.4187	0.4567	0.379	0.5343	0.0599	1931
B24c-Received results of most recent HIV test	hivresults	0.9648	0.9402	0.9894	0.9518	0.9217	0.9819	0.544	1167
B24ci-Discussed results of most recent HIV test	results_disc	0.867	0.803	0.931	0.8733	0.831	0.9156	0.8808	1120
K1-If one spouse positive, the other too (%False)	k1r	0.4712	0.4027	0.5396	0.5218	0.4589	0.5848	0.3365	1935
K7-Pregnant woman should test for HIV (%True)	k7r	0.86	0.8259	0.8941	0.8843	0.8225	0.946	0.5482	1935
A10-It is important to know your HIV status (%Agree)	a10r	0.9286	0.8963	0.9609	0.9362	0.8996	0.9729	0.7611	1855
A12-Only way to know status is by blood test (%Agree)	a12r	0.9586	0.9392	0.978	0.9666	0.9448	0.9884	0.6187	1855
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	cn5r	0.6514	0.5854	0.7173	0.6943	0.6423	0.7462	0.3206	1935
B24a-Lifetime number of HIV tests	numtest	1.618	1.3026	1.9335	2.3842	2.0221	2.7464	0.0044	1915

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any SAfAIDS</b>									
B24-Ever been tested for HIV	evertest	0.587	0.5449	0.629	0.5903	0.5292	0.6514	0.9249	2013
B24b-HIV test in the last 12 months	hivtest	0.4169	0.3714	0.4624	0.406	0.3518	0.4601	0.7619	2010
B24c-Received results of most recent HIV test	hivresults	0.9607	0.9448	0.9765	0.9556	0.9296	0.9816	0.729	1210
B24ci-Discussed results of most recent HIV test	results_disc	0.8434	0.8096	0.8771	0.8476	0.7861	0.9091	0.9097	1152
K1-If one spouse positive, the other too (%False)	k1r	0.4955	0.4563	0.5347	0.4589	0.3956	0.5223	0.2832	2014
K7-Pregnant woman should test for HIV (%True)	k7r	0.8404	0.8128	0.8681	0.8724	0.8117	0.9331	0.3574	2014
A10-It is important to know your HIV status (%Agree)	a10r	0.9252	0.9021	0.9484	0.9373	0.896	0.9787	0.6007	1934
A12-Only way to know status is by blood test (%Agree)	a12r	0.953	0.9382	0.9678	0.9505	0.9151	0.9859	0.8723	1934
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	cn5r	0.6588	0.6227	0.6949	0.7648	0.7029	0.8267	0.0064	2014
B24a-Lifetime number of HIV tests	numtest	1.9932	1.7193	2.2671	2.1132	1.6464	2.58	0.6827	1994



Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any CMT</b>									
B24-Ever been tested for HIV	evertest	0.5859	0.5477	0.624	0.6099	0.5097	0.7101	0.6288	2013
B24b-HIV test in the last 12 months	hivtest	0.4039	0.3665	0.4413	0.5372	0.4202	0.6542	0.0223	2010
B24ci-Discussed results of most recent HIV test	results_disc	0.8386	0.8085	0.8687	0.9132	0.8449	0.9814	0.1045	1152
K1-If one spouse positive, the other too (%False)	k1r	0.4836	0.4451	0.5222	0.5473	0.4389	0.6557	0.2746	2014
K7-Pregnant woman should test for HIV (%True)	k7r	0.8427	0.8158	0.8696	0.8748	0.7908	0.9588	0.5127	2014
A10-It is important to know your HIV status (%Agree)	a10r	0.9267	0.9045	0.9488	0.9324	0.8722	0.9925	0.8577	1934
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	cn5r	0.6763	0.6442	0.7084	0.6763	0.5829	0.7697	0.9997	2014
B24a-Lifetime number of HIV tests	numtest	1.9035	1.6517	2.1553	3.2318	2.1547	4.3088	0.0284	1994

## HIV TREATMENT

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Radio Show (Vs. None)</b>									
PC5-Cared for someone on ART	pc5r	0.1689	0.1261	0.2117	0.1837	0.1469	0.2204	0.6085	1913
PC6-Willing to Care for Someone on ART	pc6r	0.7753	0.7299	0.8207	0.7782	0.7292	0.8272	0.9251	1913
K3-PLHIV on ART can transmit HIV (%True)	k3r	0.7251	0.6754	0.7749	0.7638	0.7092	0.8184	0.272	1913
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	k4r	0.8118	0.7645	0.8591	0.8331	0.7818	0.8843	0.5796	1913
K8a-ARVs prevent MCT during pregnancy	k8ar	0.5117	0.4495	0.5738	0.4995	0.4298	0.5692	0.7874	1913
K8b-ARVs prevent MCT during childbirth	k8br	0.4716	0.4122	0.531	0.4498	0.3885	0.5111	0.635	1913
K8c-ARVs prevent MCT during breastfeeding	k8cr	0.4227	0.3635	0.4819	0.4379	0.3718	0.504	0.7287	1913
K9-People on ART have to stay on treatment for rest of lives	k9r	0.6026	0.5578	0.6475	0.5802	0.526	0.6344	0.5806	1913
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	cn6r	0.6637	0.6113	0.716	0.7056	0.6562	0.755	0.2639	1913
B28-Has ever taken ARVs	b28r	0.0398	0.0216	0.058	0.05	0.0273	0.0728	0.4088	1912
B29- Ever participated in PMTCT program (among ever pregnant)	b29r	0.0873	0.0551	0.1195	0.1038	0.0647	0.1429	0.5641	1311

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Radio Shows (Vs. None)</b>									
PC5-Cared for someone on ART	pc5r	0.1689	0.1261	0.2117	0.2035	0.1501	0.257	0.3156	1913
PC6-Willing to Care for Someone on ART	pc6r	0.7753	0.7299	0.8207	0.7734	0.7047	0.8421	0.9664	1913
K3-PLHIV on ART can transmit HIV (%True)	k3r	0.7251	0.6754	0.7749	0.8033	0.7487	0.8579	0.0655	1913
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	k4r	0.8118	0.7645	0.8591	0.8351	0.7732	0.8971	0.5527	1913
K8a-ARVs prevent MCT during pregnancy	k8ar	0.5117	0.4495	0.5738	0.4711	0.3835	0.5587	0.5054	1913
K8b-ARVs prevent MCT during childbirth	k8br	0.4716	0.4122	0.531	0.386	0.2954	0.4765	0.1544	1913

K8c-ARVs prevent MCT during breastfeeding	k8cr	0.4227	0.3635	0.4819	0.4064	0.3146	0.4982	0.7916	1913
K9-People on ART have to stay on treatment for rest of lives	k9r	0.6026	0.5578	0.6475	0.671	0.6001	0.7418	0.1294	1913
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	cn6r	0.6637	0.6113	0.716	0.7073	0.6373	0.7773	0.3291	1913
B28-Has ever taken ARVs	b28r	0.0398	0.0216	0.058	0.0451	0.027	0.0632	0.6933	1912
B29- Ever participated in PMTCT program (among ever pregnant)	b29r	0.0873	0.0551	0.1195	0.1078	0.0781	0.1376	0.33	1311

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Radio Drama (Vs. None)</b>									
PC5-Cared for someone on ART	pc5r	0.1739	0.1453	0.2025	0.2051	0.1516	0.2585	0.2337	1833
PC6-Willing to Care for Someone on ART	pc6r	0.7686	0.7307	0.8064	0.8098	0.7563	0.8632	0.2235	1833
K3-PLHIV on ART can transmit HIV (%True)	k3r	0.7396	0.6992	0.7801	0.8023	0.7512	0.8534	0.0775	1833
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	k4r	0.8266	0.7939	0.8593	0.798	0.7342	0.8617	0.401	1833
K8a-ARVs prevent MCT during pregnancy	k8ar	0.5053	0.4545	0.556	0.4815	0.3982	0.5649	0.6518	1833
K8b-ARVs prevent MCT during childbirth	k8br	0.454	0.4113	0.4968	0.4146	0.326	0.5032	0.4359	1833
K8c-ARVs prevent MCT during breastfeeding	k8cr	0.4224	0.3771	0.4678	0.4212	0.3343	0.5081	0.9808	1833
K9-People on ART have to stay on treatment for rest of lives	k9r	0.5957	0.5633	0.6281	0.6342	0.5679	0.7004	0.3205	1833
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	cn6r	0.6777	0.6395	0.716	0.6921	0.6289	0.7553	0.682	1833
B28-Has ever taken ARVs	b28r	0.047	0.0287	0.0653	0.0434	0.0265	0.0602	0.7602	1832
B29- Ever participated in PMTCT program (among ever pregnant)	b29r	0.0883	0.0645	0.1122	0.1216	0.0883	0.1548	0.0968	1246

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Television (Vs. None)</b>									
PC5-Cared for someone on ART	pc5r	0.1819	0.1511	0.2128	0.1562	0.1157	0.1967	0.346	2014
PC6-Willing to Care for Someone on ART	pc6r	0.7665	0.7344	0.7985	0.7612	0.6801	0.8424	0.9006	2014
K3-PLHIV on ART can transmit HIV (%True)	k3r	0.7493	0.7158	0.7829	0.7294	0.6428	0.816	0.6842	2014
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	k4r	0.8177	0.7867	0.8486	0.8965	0.8393	0.9538	0.0289	2014
K8a-ARVs prevent MCT during pregnancy	k8ar	0.5114	0.4674	0.5554	0.5133	0.4082	0.6185	0.9699	2014
K8b-ARVs prevent MCT during childbirth	k8br	0.4554	0.4132	0.4976	0.4733	0.3668	0.5797	0.7431	2014
K8c-ARVs prevent MCT during breastfeeding	k8cr	0.4322	0.3926	0.4718	0.4265	0.3304	0.5227	0.905	2014
K9-People on ART have to stay on treatment for rest of lives	k9r	0.6028	0.5704	0.6353	0.6332	0.5367	0.7298	0.5975	2014
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	cn6r	0.6815	0.6472	0.7159	0.6203	0.5252	0.7153	0.2164	2014
B28-Has ever taken ARVs	b28r	0.047	0.0335	0.0605	0.0314	0.0023	0.0605	0.378	2013
B29- Ever participated in PMTCT program (among ever pregnant)	b29r	0.0965	0.0762	0.1169	0.0809	0.0473	0.1145	0.4624	1412

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Print (Vs. None)</b>									
PC5-Cared for someone on ART	pc5r	0.1676	0.1265	0.2088	0.1904	0.151	0.2299	0.4557	2014
PC6-Willing to Care for Someone on ART	pc6r	0.7635	0.7264	0.8006	0.7722	0.7137	0.8307	0.8077	2014
K3-PLHIV on ART can transmit HIV (%True)	k3r	0.7333	0.6956	0.7711	0.7748	0.7228	0.8268	0.212	2014
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	k4r	0.8027	0.7675	0.8379	0.8709	0.8157	0.9261	0.046	2014
K8a-ARVs prevent MCT during pregnancy	k8ar	0.5062	0.4511	0.5613	0.5208	0.4573	0.5843	0.7171	2014
K8b-ARVs prevent MCT during childbirth	k8br	0.4687	0.4218	0.5155	0.4385	0.3798	0.4972	0.3631	2014
K8c-ARVs prevent MCT during breastfeeding	k8cr	0.4344	0.3935	0.4753	0.4271	0.3524	0.5017	0.8612	2014

K9-People on ART have to stay on treatment for rest of lives	k9r	0.6027	0.569	0.6364	0.6107	0.5636	0.6579	0.7823	2014
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	cn6r	0.6633	0.624	0.7026	0.6998	0.645	0.7545	0.273	2014
B28-Has ever taken ARVs	b28r	0.0451	0.0277	0.0625	0.045	0.0256	0.0644	0.9961	2013
B29- Ever participated in PMTCT program (among ever pregnant)	b29r	0.0719	0.046	0.0979	0.1161	0.0824	0.1498	0.0612	1412

Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to One Media Channel (Vs. None)</b>									
PC5-Cared for someone on ART	pc5r	0.1586	0.1141	0.203	0.1766	0.1238	0.2294	0.5191	1935
PC6-Willing to Care for Someone on ART	pc6r	0.7629	0.7091	0.8168	0.7938	0.7556	0.8321	0.2985	1935
K3-PLHIV on ART can transmit HIV (%True)	k3r	0.708	0.6474	0.7687	0.7716	0.7223	0.8209	0.1184	1935
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	k4r	0.7977	0.7441	0.8512	0.8115	0.7617	0.8613	0.6994	1935
K8a-ARVs prevent MCT during pregnancy	k8ar	0.5243	0.4589	0.5898	0.468	0.4116	0.5245	0.1588	1935
K8b-ARVs prevent MCT during childbirth	k8br	0.5029	0.4409	0.5649	0.4137	0.3656	0.4617	0.0193	1935
K8c-ARVs prevent MCT during breastfeeding	k8cr	0.4277	0.3685	0.4868	0.437	0.3852	0.4888	0.8123	1935
K9-People on ART have to stay on treatment for rest of lives	k9r	0.6041	0.5527	0.6556	0.5972	0.5456	0.6488	0.8485	1935
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	cn6r	0.6657	0.6069	0.7244	0.7018	0.6544	0.7492	0.3519	1935
B28-Has ever taken ARVs	b28r	0.04	0.0178	0.0621	0.0492	0.0296	0.0688	0.4894	1934
B29- Ever participated in PMTCT program (among ever pregnant)	b29r	0.0567	0.0273	0.0862	0.1027	0.069	0.1365	0.0333	1333

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Media Channels (Vs. None)</b>									
PC5-Cared for someone on ART	pc5r	0.1586	0.1141	0.203	0.2067	0.1608	0.2526	0.1753	1935
PC6-Willing to Care for Someone on ART	pc6r	0.7629	0.7091	0.8168	0.7703	0.7063	0.8342	0.8736	1935
K3-PLHIV on ART can transmit HIV (%True)	k3r	0.708	0.6474	0.7687	0.7867	0.7262	0.8472	0.0752	1935
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	k4r	0.7977	0.7441	0.8512	0.8869	0.8215	0.9522	0.0685	1935
K8a-ARVs prevent MCT during pregnancy	k8ar	0.5243	0.4589	0.5898	0.5081	0.444	0.5721	0.7167	1935
K8b-ARVs prevent MCT during childbirth	k8br	0.5029	0.4409	0.5649	0.4231	0.358	0.4883	0.085	1935
K8c-ARVs prevent MCT during breastfeeding	k8cr	0.4277	0.3685	0.4868	0.411	0.3342	0.4879	0.7558	1935
K9-People on ART have to stay on treatment for rest of lives	k9r	0.6041	0.5527	0.6556	0.6309	0.575	0.6868	0.5292	1935
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	cn6r	0.6657	0.6069	0.7244	0.6944	0.6364	0.7524	0.5018	1935
B28-Has ever taken ARVs	b28r	0.04	0.0178	0.0621	0.0436	0.0242	0.0631	0.8059	1934
B29- Ever participated in PMTCT program (among ever pregnant)	b29r	0.0567	0.0273	0.0862	0.1192	0.0832	0.1551	0.0136	1333

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any SAfAIDS</b>									
PC5-Cared for someone on ART	pc5r	0.1689	0.1415	0.1963	0.2062	0.1566	0.2558	0.131	2014
PC6-Willing to Care for Someone on ART	pc6r	0.7645	0.7336	0.7955	0.7752	0.7027	0.8477	0.7666	2014
K3-PLHIV on ART can transmit HIV (%True)	k3r	0.7463	0.712	0.7807	0.7542	0.68	0.8284	0.8548	2014
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	k4r	0.824	0.7922	0.8558	0.8052	0.7504	0.86	0.5129	2014
K8a-ARVs prevent MCT during pregnancy	k8ar	0.5075	0.4623	0.5527	0.5288	0.4491	0.6085	0.589	2014
K8b-ARVs prevent MCT during childbirth	k8br	0.4516	0.4085	0.4946	0.4808	0.3969	0.5646	0.5031	2014
K8c-ARVs prevent MCT during breastfeeding	k8cr	0.4201	0.3818	0.4584	0.4796	0.3954	0.5639	0.1468	2014

K9-People on ART have to stay on treatment for rest of lives	k9r	0.6107	0.5781	0.6434	0.5802	0.5198	0.6405	0.4044	2014
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	cn6r	0.6595	0.6249	0.6941	0.7578	0.6944	0.8213	0.0064	2014
B28-Has ever taken ARVs	b28r	0.045	0.0308	0.0592	0.0452	0.0222	0.0682	0.9862	2013
B29- Ever participated in PMTCT program (among ever pregnant)	b29r	0.0806	0.0618	0.0995	0.1294	0.0968	0.162	0.0041	1412

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any CMT</b>									
PC5-Cared for someone on ART	pc5r	0.1723	0.1427	0.2019	0.2275	0.1639	0.2911	0.0963	2014
PC6-Willing to Care for Someone on ART	pc6r	0.767	0.7359	0.7981	0.7508	0.6317	0.87	0.786	2014
K3-PLHIV on ART can transmit HIV (%True)	k3r	0.7449	0.7139	0.7759	0.7849	0.6947	0.8752	0.4084	2014
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	k4r	0.8178	0.7855	0.85	0.8917	0.8083	0.9752	0.1989	2014
K8a-ARVs prevent MCT during pregnancy	k8ar	0.5022	0.4581	0.5463	0.6263	0.5016	0.751	0.0519	2014
K8b-ARVs prevent MCT during childbirth	k8br	0.4473	0.4065	0.4881	0.5741	0.4522	0.6961	0.0358	2014
K8c-ARVs prevent MCT during breastfeeding	k8cr	0.4225	0.3858	0.4592	0.5408	0.4064	0.6753	0.0595	2014
K9-People on ART have to stay on treatment for rest of lives	k9r	0.6148	0.5875	0.6421	0.4854	0.4024	0.5685	0.0018	2014
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	cn6r	0.6757	0.6429	0.7084	0.6751	0.5728	0.7775	0.9918	2014
B28-Has ever taken ARVs	b28r	0.0468	0.0323	0.0613	0.0331	0.0124	0.0538	0.3292	2013
B29- Ever participated in PMTCT program (among ever pregnant)	b29r	0.092	0.0727	0.1113	0.1042	0.0585	0.1499	0.6121	1412

## HIV STIGMA

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Radio Show (Vs. None)</b>									
A7-When learn that you are HIV+, life is over (%Disagree)	a7r	0.7487	0.7097	0.7877	0.7744	0.7224	0.8263	0.4925	1913
A8-Telling people you are HIV+ doesn't help (%Disagree)	a8r	0.6609	0.6042	0.7176	0.6456	0.5933	0.6979	0.7263	1913
A9-HIV is punishment for sinning (%Disagree)	a9r	0.5949	0.5489	0.6409	0.5426	0.4812	0.604	0.2165	1913
A11-Only promiscuous people get HIV (%Disagree)	a11r	0.7033	0.663	0.7436	0.6954	0.6409	0.7499	0.829	1913
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	cn3r	0.7704	0.7266	0.8142	0.7284	0.6591	0.7977	0.3556	1913
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	cn4r	0.5072	0.4388	0.5757	0.5058	0.4413	0.5704	0.977	1913

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Radio Shows (Vs. None)</b>									
A7-When learn that you are HIV+, life is over (%Disagree)	a7r	0.7487	0.7097	0.7877	0.8219	0.7747	0.8692	0.0279	1913
A8-Telling people you are HIV+ doesn't help (%Disagree)	a8r	0.6609	0.6042	0.7176	0.6784	0.6193	0.7374	0.6659	1913
A9-HIV is punishment for sinning (%Disagree)	a9r	0.5949	0.5489	0.6409	0.6097	0.5323	0.6871	0.7854	1913
A11-Only promiscuous people get HIV (%Disagree)	a11r	0.7033	0.663	0.7436	0.7042	0.6283	0.7802	0.9844	1913
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	cn3r	0.7704	0.7266	0.8142	0.6348	0.5502	0.7194	0.0072	1913
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	cn4r	0.5072	0.4388	0.5757	0.5315	0.4583	0.6048	0.5638	1913



Variable	Proportion	Unexposed		Exposed		p-value	N		
		Lower bound	Upper bound	Proportion	Lower bound			Upper bound	
<b>Exposure: Exposed to Any Radio Drama (Vs. None)</b>									
A7-When learn that you are HIV+, life is over (%Disagree)	a7r	0.7557	0.7286	0.7829	0.8092	0.764	0.8544	0.0336	1833
A8-Telling people you are HIV+ doesn't help (%Disagree)	a8r	0.6562	0.6202	0.6922	0.6617	0.607	0.7164	0.8483	1833
A9-HIV is punishment for sinning (%Disagree)	a9r	0.5751	0.5344	0.6159	0.5923	0.5217	0.6629	0.7104	1833
A11-Only promiscuous people get HIV (%Disagree)	a11r	0.7008	0.6694	0.7321	0.6939	0.6207	0.767	0.867	1833
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	cn3r	0.7505	0.7147	0.7863	0.6619	0.5894	0.7344	0.0182	1833
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	cn4r	0.5126	0.4636	0.5615	0.5126	0.442	0.5832	0.9985	1833

Variable	Proportion	Unexposed		Exposed		p-value	N		
		Lower bound	Upper bound	Proportion	Lower bound			Upper bound	
<b>Exposure: Exposed to Any Television (Vs. None)</b>									
A7-When learn that you are HIV+, life is over (%Disagree)	a7r	0.7627	0.7371	0.7884	0.8054	0.7092	0.9015	0.4219	2014
A8-Telling people you are HIV+ doesn't help (%Disagree)	a8r	0.658	0.6248	0.6912	0.6157	0.525	0.7065	0.383	2014
A9-HIV is punishment for sinning (%Disagree)	a9r	0.5731	0.538	0.6081	0.6387	0.5452	0.7323	0.236	2014
A11-Only promiscuous people get HIV (%Disagree)	a11r	0.6943	0.6639	0.7248	0.6263	0.5106	0.742	0.2812	2014
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	cn3r	0.727	0.6889	0.7651	0.6606	0.5638	0.7575	0.247	2014
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	cn4r	0.5086	0.4629	0.5543	0.5146	0.4117	0.6174	0.9036	2014

Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to Any Print (Vs. None)</b>									
A7-When learn that you are HIV+, life is over (%Disagree)	a7r	0.7575	0.7284	0.7866	0.787	0.7245	0.8495	0.4326	2014
A8-Telling people you are HIV+ doesn't help (%Disagree)	a8r	0.6347	0.5872	0.6823	0.6888	0.6284	0.7492	0.2243	2014
A9-HIV is punishment for sinning (%Disagree)	a9r	0.5952	0.5562	0.6343	0.5506	0.4879	0.6133	0.2806	2014
A11-Only promiscuous people get HIV (%Disagree)	a11r	0.687	0.6537	0.7203	0.6918	0.6294	0.7542	0.8996	2014
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	cn3r	0.7318	0.6949	0.7687	0.6988	0.6433	0.7542	0.2917	2014
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	cn4r	0.5243	0.4752	0.5733	0.4832	0.4219	0.5446	0.1868	2014

Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to One Media Channel (Vs. None)</b>									
A7-When learn that you are HIV+, life is over (%Disagree)	a7r	0.7416	0.6897	0.7936	0.7752	0.7297	0.8206	0.4018	1935
A8-Telling people you are HIV+ doesn't help (%Disagree)	a8r	0.647	0.5786	0.7153	0.6473	0.5927	0.702	0.9929	1935
A9-HIV is punishment for sinning (%Disagree)	a9r	0.6017	0.5477	0.6557	0.5978	0.5365	0.659	0.9308	1935
A11-Only promiscuous people get HIV (%Disagree)	a11r	0.711	0.6622	0.7597	0.6976	0.6385	0.7567	0.759	1935
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	cn3r	0.7658	0.7104	0.8212	0.7239	0.6767	0.7712	0.2979	1935
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	cn4r	0.5372	0.4646	0.6099	0.5033	0.4444	0.5622	0.4028	1935

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Media Channels (Vs. None)</b>									
A7-When learn that you are HIV+, life is over (%Disagree)	a7r	0.7416	0.6897	0.7936	0.8162	0.7499	0.8824	0.1399	1935
A8-Telling people you are HIV+ doesn't help (%Disagree)	a8r	0.647	0.5786	0.7153	0.683	0.6169	0.749	0.5098	1935
A9-HIV is punishment for sinning (%Disagree)	a9r	0.6017	0.5477	0.6557	0.5408	0.4765	0.6051	0.2446	1935
A11-Only promiscuous people get HIV (%Disagree)	a11r	0.711	0.6622	0.7597	0.6887	0.6228	0.7545	0.6505	1935
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	cn3r	0.7658	0.7104	0.8212	0.6877	0.6238	0.7516	0.0911	1935
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	cn4r	0.5372	0.4646	0.6099	0.4956	0.4298	0.5613	0.3877	1935

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any SAfAIDS</b>									
A7-When learn that you are HIV+, life is over (%Disagree)	a7r	0.7653	0.7363	0.7943	0.7662	0.7024	0.83	0.9801	2014
A8-Telling people you are HIV+ doesn't help (%Disagree)	a8r	0.6416	0.6049	0.6782	0.709	0.6515	0.7664	0.057	2014
A9-HIV is punishment for sinning (%Disagree)	a9r	0.5875	0.5511	0.624	0.5442	0.4815	0.6069	0.273	2014
A11-Only promiscuous people get HIV (%Disagree)	a11r	0.6869	0.6564	0.7173	0.6965	0.6103	0.7827	0.8426	2014
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	cn3r	0.7187	0.6812	0.7562	0.7327	0.6591	0.8064	0.7451	2014
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	cn4r	0.4975	0.4492	0.5458	0.5606	0.4593	0.6619	0.2458	2014

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any CMT</b>									
A7-When learn that you are HIV+, life is over (%Disagree)	a7r	0.7696	0.7441	0.7951	0.6974	0.612	0.7827	0.0943	2014
A8-Telling people you are HIV+ doesn't help (%Disagree)	a8r	0.6617	0.6275	0.6959	0.5589	0.4352	0.6827	0.1261	2014
A9-HIV is punishment for sinning (%Disagree)	a9r	0.5804	0.5484	0.6123	0.5679	0.4674	0.6683	0.8145	2014
A11-Only promiscuous people get HIV (%Disagree)	a11r	0.6864	0.6588	0.7141	0.7166	0.616	0.8171	0.5603	2014
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	cn3r	0.7205	0.6869	0.7542	0.7273	0.6261	0.8285	0.8964	2014
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	cn4r	0.5189	0.4689	0.5688	0.3969	0.3125	0.4813	0.0279	2014

## GENDER-BASED VIOLENCE

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Radio Show (Vs. None)</b>									
G1-Forced Sex in the last 12 months	gbv_sex12	0.0259	0.0104	0.0414	0.0236	0.0098	0.0373	0.8346	1911
G2-Physical GBV in the last 12 months	gbv_hit12	0.0848	0.0541	0.1154	0.0829	0.0525	0.1133	0.9306	1913
CN8-Leaders speak out against GBV (%Strongly agree/agree)	cn8r	0.6141	0.5596	0.6686	0.665	0.6089	0.7211	0.1935	1913

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Radio Shows (Vs. None)</b>									
G1-Forced Sex in the last 12 months	gbv_sex12	0.0259	0.0104	0.0414	0.0188	0.0026	0.0351	0.5886	1911
G2-Physical GBV in the last 12 months	gbv_hit12	0.0848	0.0541	0.1154	0.0688	0.0293	0.1083	0.5267	1913
CN8-Leaders speak out against GBV (%Strongly agree/agree)	cn8r	0.6141	0.5596	0.6686	0.6893	0.6238	0.7547	0.1094	1913

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Radio Drama (Vs. None)</b>									
G1-Forced Sex in the last 12 months	gbv_sex12	0.0258	0.0153	0.0364	0.0177	0.0032	0.0321	0.4256	1831
G2-Physical GBV in the last 12 months	gbv_hit12	0.0857	0.0619	0.1095	0.0661	0.035	0.0973	0.2716	1833
CN8-Leaders speak out against GBV (%Strongly agree/agree)	cn8r	0.6337	0.5911	0.6764	0.6597	0.597	0.7223	0.5058	1833

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Television (Vs. None)</b>									
G1-Forced Sex in the last 12 months	gbv_sex12	0.0201	0.0123	0.0278	0.0396	0.006	0.0732	0.1648	2012
G2-Physical GBV in the last 12 months	gbv_hit12	0.081	0.0586	0.1033	0.0512	0.0172	0.0852	0.162	2014

CN8-Leaders speak out against GBV (%Strongly agree/agree)	cn8r	0.6375	0.604	0.671	0.6252	0.5444	0.706	0.7549	2014
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Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to Any Print (Vs. None)</b>									
G1-Forced Sex in the last 12 months	gbv_sex12	0.017	0.0089	0.025	0.033	0.0119	0.054	0.1322	2012
G2-Physical GBV in the last 12 months	gbv_hit12	0.0619	0.0423	0.0814	0.1038	0.066	0.1417	0.0263	2014
CN8-Leaders speak out against GBV (%Strongly agree/agree)	cn8r	0.6236	0.5754	0.6718	0.6617	0.6076	0.7158	0.3434	2014

Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to One Media Channel (Vs. None)</b>									
G1-Forced Sex in the last 12 months	gbv_sex12	0.017	0.0056	0.0284	0.0309	0.0126	0.0492	0.2165	1933
G2-Physical GBV in the last 12 months	gbv_hit12	0.067	0.0389	0.0951	0.0818	0.0541	0.1095	0.4474	1935
CN8-Leaders speak out against GBV (%Strongly agree/agree)	cn8r	0.615	0.5471	0.683	0.6499	0.5942	0.7056	0.3986	1935

Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to Two Media Channels (Vs. None)</b>									
G1-Forced Sex in the last 12 months	gbv_sex12	0.017	0.0056	0.0284	0.0239	0.011	0.0368	0.4909	1933
G2-Physical GBV in the last 12 months	gbv_hit12	0.067	0.0389	0.0951	0.0945	0.0561	0.1329	0.2547	1935
CN8-Leaders speak out against GBV (%Strongly agree/agree)	cn8r	0.615	0.5471	0.683	0.6779	0.6205	0.7353	0.2358	1935

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any SAfAIDS</b>									
G2-Physical GBV in the last 12 months	gbv_hit12	0.0781	0.0548	0.1014	0.0738	0.0411	0.1066	0.8229	2014
CN8-Leaders speak out against GBV (%Strongly agree/agree)	cn8r	0.6227	0.5865	0.659	0.7071	0.6214	0.7927	0.0861	2014

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any CMT</b>									
G2-Physical GBV in the last 12 months	gbv_hit12	0.0797	0.0578	0.1017	0.0545	0.0172	0.0917	0.2702	2014
CN8-Leaders speak out against GBV (%Strongly agree/agree)	cn8r	0.638	0.6031	0.6728	0.6138	0.5287	0.6988	0.5979	2014

## FEMALES

### MULTIPLE PARTNERS

Variable	Proportion	Unexposed		Exposed		p-value	N		
		Lower bound	Upper bound	Lower bound	Upper bound				
<b>Exposure: Exposed to One Radio Show (Vs. None)</b>									
B2-Multiple partners (past 12 months)	mp1	0.1194	0.085	0.1537	0.1239	0.0918	0.156	0.8691	1763
B4-Multiple partners (past month)	mp2	0.0281	0.0133	0.0429	0.021	0.0073	0.0347	0.4982	1615
B3-More than one partner within 3 months period (past 12 months)	b3r	0.1001	0.0705	0.1296	0.0967	0.0577	0.1357	0.9014	1607
B5-Reports currently having more than one partner	cpsr	0.0508	0.0246	0.0771	0.0251	0.0101	0.0401	0.1344	1614
B14-Reports currently having sex with 2 or more recent partners (calendar)	cppt	0.0475	0.0256	0.0694	0.0278	0.0138	0.0418	0.1737	1610
B9- Husband has other wife (%yes/suspect)	h_othw	0.1296	0.0764	0.1829	0.0597	0.0371	0.0822	0.0177	1096
B9- Husband has other sexual partner (%yes/suspect)	h_othp	0.2587	0.1815	0.3359	0.1762	0.1352	0.2172	0.0585	1147
B20-Received gifts for sex from most recent partner	rgifts_p1	0.1715	0.1167	0.2263	0.1854	0.132	0.2388	0.722	1612
B20-Received gifts for sex from 2nd most recent partner	rgifts_p2	0.383	0.2674	0.4987	0.357	0.2333	0.4807	0.7833	230
B21-Gave gifts for sex to most recent partner	ggifts_p1	0.0595	0.0313	0.0877	0.0788	0.05	0.1077	0.2843	1610
B21-Gave gifts for sex to 2nd most recent partner	ggifts_p2	0.0444	0.0052	0.0837	0.0579	0.0163	0.0996	0.6506	229
K5-Multiple sexual partners increase HIV risk (%True)	k5r	0.9596	0.9401	0.9792	0.9721	0.9575	0.9868	0.2874	1932
A1-Most married men faithful to wives (%Agree)	a1r	0.2507	0.1976	0.3038	0.2266	0.1791	0.2741	0.5372	1933



A2-Can resist temptation of sex with person besides main partner (%Agree)	a2r	0.8775	0.8426	0.9124	0.867	0.8293	0.9046	0.7032	1932
A3-Need someone to fill gap (%Disagree)	a3r	0.6728	0.613	0.7326	0.5966	0.5357	0.6575	0.0499	1933
A5-Men with many women are real men (%Disagree)	a5r	0.9486	0.9237	0.9735	0.9094	0.8707	0.948	0.0627	1933
A6-Men have right to get sex for gifts (%Disagree)	a6r	0.6418	0.5793	0.7043	0.6642	0.6202	0.7082	0.6115	1933
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	cn7r	0.6478	0.5966	0.6989	0.6666	0.6141	0.7191	0.6328	1933
CN9-Leaders discourage multiple partners (%Very often/sometimes)	cn9r	0.3449	0.2833	0.4065	0.4093	0.3478	0.4708	0.1784	1933
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	cn10r	0.3279	0.2767	0.379	0.4136	0.3606	0.4667	0.0512	1932
B6-Number of lifetime partners	lifep	2.4927	2.1396	2.8459	2.4294	2.1894	2.6694	0.7031	1881
B1-Age at first sex	firstsex	18.2709	18.0012	18.5406	18.1814	17.9807	18.3822	0.5371	1749
Age difference between partner 1 and respondent	agediff_p1	4.9597	4.3458	5.5736	4.9408	4.4337	5.4478	0.9613	1496
Age difference between partner 2 and respondent	agediff_p2	3.8423	2.3615	5.3232	5.1383	3.9221	6.3546	0.2486	178

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Radio Shows (Vs. None)</b>									
B2-Multiple partners (past 12 months)	mp1	0.1194	0.085	0.1537	0.102	0.0657	0.1383	0.5642	1763
B4-Multiple partners (past month)	mp2	0.0281	0.0133	0.0429	0.0268	0.009	0.0446	0.9174	1615
B3-More than one partner within 3 months period (past 12 months)	b3r	0.1001	0.0705	0.1296	0.1057	0.0588	0.1527	0.8594	1607
B5-Reports currently having more than one partner	cpsr	0.0508	0.0246	0.0771	0.0362	0.0175	0.055	0.44	1614

B14-Reports currently having sex with 2 or more recent partners (calendar)	cppt	0.0475	0.0256	0.0694	0.0368	0.0178	0.0559	0.5244	1610
B9- Husband has other wife (%yes/suspect)	h_othw	0.1296	0.0764	0.1829	0.0822	0.0465	0.1179	0.1002	1096
B9- Husband has other sexual partner (%yes/suspect)	h_othp	0.2587	0.1815	0.3359	0.1635	0.1015	0.2254	0.094	1147
B20-Received gifts for sex from most recent partner	rgifts_p1	0.1715	0.1167	0.2263	0.107	0.0688	0.1451	0.079	1612
B20-Received gifts for sex from 2nd most recent partner	rgifts_p2	0.383	0.2674	0.4987	0.3947	0.2322	0.5571	0.9174	230
B21-Gave gifts for sex to most recent partner	ggifts_p1	0.0595	0.0313	0.0877	0.0673	0.0386	0.0961	0.7137	1610
B21-Gave gifts for sex to 2nd most recent partner	ggifts_p2	0.0444	0.0052	0.0837	0.1258	0.0607	0.1909	0.0545	229
K5-Multiple sexual partners increase HIV risk (%True)	k5r	0.9596	0.9401	0.9792	0.94	0.8978	0.9823	0.3945	1932
A1-Most married men faithful to wives (%Agree)	a1r	0.2507	0.1976	0.3038	0.2086	0.1532	0.264	0.3051	1933
A2-Can resist temptation of sex with person besides main partner (%Agree)	a2r	0.8775	0.8426	0.9124	0.8506	0.8056	0.8955	0.4382	1932
A3-Need someone to fill gap (%Disagree)	a3r	0.6728	0.613	0.7326	0.6237	0.5579	0.6894	0.316	1933
A5-Men with many women are real men (%Disagree)	a5r	0.9486	0.9237	0.9735	0.9648	0.9439	0.9858	0.3762	1933
A6-Men have right to get sex for gifts (%Disagree)	a6r	0.6418	0.5793	0.7043	0.6523	0.5696	0.7349	0.8437	1933
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	cn7r	0.6478	0.5966	0.6989	0.6318	0.5624	0.7012	0.705	1933
CN9-Leaders discourage multiple partners (%Very often/sometimes)	cn9r	0.3449	0.2833	0.4065	0.504	0.4199	0.588	0.0056	1933

CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	cn10r	0.3279	0.2767	0.379	0.4787	0.3894	0.568	0.0073	1932
B6-Number of lifetime partners	lifep	2.4927	2.1396	2.8459	2.2735	1.8845	2.6626	0.4798	1881
B1-Age at first sex	firstsex	18.2709	18.0012	18.5406	18.3251	17.9354	18.7148	0.822	1749
Age difference between partner 1 and respondent	agediff_p1	4.9597	4.3458	5.5736	5.7997	4.9163	6.6831	0.1554	1496
Age difference between partner 2 and respondent	agediff_p2	3.8423	2.3615	5.3232	4.4184	2.9829	5.854	0.5961	178

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Radio Drama (Vs. None)</b>									
B2-Multiple partners (past 12 months)	mp1	0.1199	0.0992	0.1407	0.1153	0.0792	0.1513	0.8343	1685
B4-Multiple partners (past month)	mp2	0.0245	0.0143	0.0347	0.0327	0.0137	0.0517	0.4187	1541
B3-More than one partner within 3 months period (past 12 months)	b3r	0.0964	0.0756	0.1173	0.1169	0.0728	0.161	0.383	1533
B5-Reports currently having more than one partner	cpsr	0.0347	0.0234	0.0459	0.0429	0.0205	0.0654	0.5195	1540
B14-Reports currently having sex with 2 or more recent partners (calendar)	cppt	0.0333	0.0228	0.0438	0.0472	0.0241	0.0703	0.2677	1536
B9- Husband has other wife (%yes/suspect)	h_othw	0.0969	0.0693	0.1245	0.0824	0.0449	0.1199	0.4591	1049
B9- Husband has other sexual partner (%yes/suspect)	h_othp	0.2162	0.1758	0.2567	0.1634	0.1061	0.2206	0.1663	1096
B20-Received gifts for sex from most recent partner	rgifts_p1	0.1822	0.1425	0.2219	0.1152	0.0781	0.1523	0.0061	1538
B20-Received gifts for sex from 2nd most recent partner	rgifts_p2	0.3407	0.264	0.4174	0.4103	0.2525	0.5682	0.4454	226
B21-Gave gifts for sex to most recent partner	ggifts_p1	0.0694	0.0451	0.0937	0.0655	0.0414	0.0896	0.7988	1537
B21-Gave gifts for sex to 2nd most recent partner	ggifts_p2	0.053	0.0271	0.079	0.0784	0.0405	0.1164	0.3433	181

K5-Multiple sexual partners increase HIV risk (%True)	k5r	0.9616	0.9473	0.9759	0.9476	0.9117	0.9834	0.3791	1768
A1-Most married men faithful to wives (%Agree)	a1r	0.2399	0.2067	0.2731	0.202	0.1546	0.2495	0.169	1852
A2-Can resist temptation of sex with person besides main partner (%Agree)	a2r	0.8766	0.8503	0.9028	0.8345	0.7818	0.8871	0.1905	1851
A3-Need someone to fill gap (%Disagree)	a3r	0.6335	0.5845	0.6826	0.6264	0.5607	0.6921	0.8582	1852
A5-Men with many women are real men (%Disagree)	a5r	0.9297	0.9033	0.956	0.9583	0.9303	0.9864	0.1622	1852
A6-Men have right to get sex for gifts (%Disagree)	a6r	0.654	0.6201	0.688	0.6588	0.5833	0.7342	0.9099	1852
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	cn7r	0.6533	0.6169	0.6897	0.6361	0.5733	0.6989	0.6576	1852
CN9-Leaders discourage multiple partners (%Very often/sometimes)	cn9r	0.3866	0.3472	0.4259	0.4434	0.3652	0.5216	0.144	1852
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	cn10r	0.3814	0.3524	0.4104	0.4204	0.3407	0.5001	0.3451	1851
B6-Number of lifetime partners	lifep	2.452	2.1852	2.7189	2.3085	1.956	2.661	0.5661	1803
B1-Age at first sex	firstsex	18.1252	17.9546	18.2957	18.2238	17.9125	18.535	0.5925	1671
Age difference between partner 1 and respondent	agediff_p1	4.9749	4.5571	5.3927	5.8285	5.0483	6.6088	0.0724	1429
Age difference between partner 2 and respondent	agediff_p2	3.8508	3.1597	4.5419	4.1537	2.763	5.5445	0.7182	174

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Television (Vs. None)</b>									
B2-Multiple partners (past 12 months)	mp1	0.1261	0.1046	0.1476	0.1197	0.0567	0.1827	0.8531	1801
B4-Multiple partners (past month)	mp2	0.0235	0.0152	0.0318	0.0722	0.0222	0.1221	0.0065	1650
B3-More than one partner within 3 months period (past 12 months)	b3r	0.1048	0.0829	0.1267	0.0827	0.0354	0.1301	0.4652	1642
B5-Reports currently having more than one partner	cpsr	0.0362	0.0267	0.0456	0.0705	0.0298	0.1112	0.0455	1649
B14-Reports currently having sex with 2 or more recent partners (calendar)	cppt	0.04	0.0293	0.0506	0.0502	0.0155	0.0849	0.5526	1645

B9- Husband has other wife (%yes/suspect)	h_othw	0.0977	0.0709	0.1245	0.0729	0.0256	0.1203	0.3827	1126
B9- Husband has other sexual partner (%yes/suspect)	h_othp	0.2042	0.1706	0.2378	0.1821	0.0996	0.2646	0.6445	1177
B20-Received gifts for sex from most recent partner	rgifts_p1	0.1684	0.1296	0.2071	0.2169	0.1101	0.3236	0.2814	1647
B20-Received gifts for sex from 2nd most recent partner	rgifts_p2	0.399	0.3192	0.4788	0.671	0.4569	0.8851	0.0306	240
B21-Gave gifts for sex to most recent partner	ggifts_p1	0.0674	0.047	0.0879	0.1242	0.0536	0.1948	0.0341	1645
A1-Most married men faithful to wives (%Agree)	a1r	0.2302	0.1977	0.2627	0.2265	0.1383	0.3147	0.9419	1977
A2-Can resist temptation of sex with person besides main partner (%Agree)	a2r	0.8708	0.85	0.8915	0.8291	0.7668	0.8913	0.1874	1976
A3-Need someone to fill gap (%Disagree)	a3r	0.6343	0.5939	0.6748	0.5739	0.4615	0.6863	0.2827	1977
A5-Men with many women are real men (%Disagree)	a5r	0.937	0.9155	0.9585	0.9636	0.9299	0.9972	0.2057	1977
A6-Men have right to get sex for gifts (%Disagree)	a6r	0.6573	0.6242	0.6904	0.5702	0.4611	0.6794	0.1295	1977
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	cn7r	0.6532	0.6209	0.6854	0.6507	0.5756	0.7259	0.9564	1977
CN9-Leaders discourage multiple partners (%Very often/sometimes)	cn9r	0.4072	0.3675	0.447	0.3766	0.2752	0.4781	0.6041	1977
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	cn10r	0.3978	0.3648	0.4309	0.3914	0.2943	0.4885	0.9087	1976
B6-Number of lifetime partners	lifep	2.446	2.2135	2.6786	2.1412	1.435	2.8474	0.4774	1924
B1-Age at first sex	firstsex	18.1959	18.0384	18.3533	18.9644	18.0881	19.8408	0.079	1786
Age difference between partner 1 and respondent	agediff_p1	5.2063	4.8403	5.5723	5.3028	4.58	6.0256	0.7994	1530
Age difference between partner 2 and respondent	agediff_p2	4.1202	3.4476	4.7929	6.8012	4.4934	9.109	0.0279	187

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Print (Vs. None)</b>									
B2-Multiple partners (past 12 months)	mp1	0.1429	0.0996	0.1861	0.1141	0.0875	0.1407	0.3122	1801
B4-Multiple partners (past month)	mp2	0.0356	0.0176	0.0537	0.0222	0.0118	0.0327	0.196	1650
B3-More than one partner within 3 months period (past 12 months)	b3r	0.1255	0.0916	0.1594	0.0885	0.0616	0.1153	0.1232	1642
B5-Reports currently having more than one partner	cpsr	0.0332	0.0181	0.0482	0.0436	0.0302	0.0571	0.3497	1649
B14-Reports currently having sex with 2 or more recent partners (calendar)	cppt	0.039	0.0197	0.0583	0.0423	0.0298	0.0548	0.7916	1645
B9- Husband has other wife (%yes/suspect)	h_othw	0.1124	0.0766	0.1482	0.0847	0.0559	0.1136	0.1651	1126
B9- Husband has other sexual partner (%yes/suspect)	h_othp	0.1908	0.1449	0.2367	0.2093	0.1655	0.2531	0.5841	1177
B20-Received gifts for sex from most recent partner	rgifts_p1	0.1727	0.1178	0.2276	0.173	0.1306	0.2155	0.9902	1647
B20-Received gifts for sex from 2nd most recent partner	rgifts_p2	0.4133	0.2823	0.5444	0.4269	0.3379	0.516	0.8533	240
B21-Gave gifts for sex to most recent partner	ggifts_p1	0.0587	0.0367	0.0808	0.0814	0.0526	0.1102	0.1407	1645
B21-Gave gifts for sex to 2nd most recent partner	ggifts_p2	0.0732	0.0369	0.1096	0.1004	0.0619	0.1389	0.2742	239
K5-Multiple sexual partners increase HIV risk (%True)	k5r	0.9629	0.9446	0.9812	0.9594	0.939	0.9798	0.7988	1976
A1-Most married men faithful to wives (%Agree)	a1r	0.2617	0.2231	0.3002	0.2072	0.1703	0.2441	0.0276	1977
A2-Can resist temptation of sex with person besides main partner (%Agree)	a2r	0.8574	0.8256	0.8893	0.874	0.849	0.899	0.4187	1976
A3-Need someone to fill gap (%Disagree)	a3r	0.5939	0.5453	0.6426	0.6525	0.599	0.706	0.0951	1977
A5-Men with many women are real men (%Disagree)	a5r	0.9527	0.933	0.9725	0.9277	0.8999	0.9554	0.0473	1977
A6-Men have right to get sex for gifts (%Disagree)	a6r	0.6401	0.5865	0.6937	0.6567	0.6151	0.6983	0.6393	1977

CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	cn7r	0.6341	0.5762	0.6921	0.6654	0.6254	0.7055	0.427	1977
CN9-Leaders discourage multiple partners (%Very often/sometimes)	cn9r	0.3833	0.3283	0.4382	0.4175	0.3737	0.4612	0.3069	1977
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	cn10r	0.3867	0.338	0.4354	0.4037	0.362	0.4453	0.6294	1976
B6-Number of lifetime partners	lifep	2.4588	2.1329	2.7848	2.3927	2.1748	2.6106	0.7339	1924
B1-Age at first sex	firstsex	18.1295	17.8676	18.3915	18.3565	18.0992	18.6138	0.2345	1786
Age difference between partner 1 and respondent	agediff_p1	4.9888	4.5129	5.4647	5.3563	4.8433	5.8692	0.3276	1530
Age difference between partner 2 and respondent	agediff_p2	4.1439	3.0265	5.2614	4.5749	3.6214	5.5285	0.5926	187

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Media Channel (Vs. None)</b>									
B2-Multiple partners (past 12 months)	mp1	0.1065	0.0581	0.155	0.1365	0.1062	0.1668	0.3075	1781
B4-Multiple partners (past month)	mp2	0.0158	0.0043	0.0274	0.0338	0.0153	0.0523	0.0582	1630
B3-More than one partner within 3 months period (past 12 months)	b3r	0.1041	0.0566	0.1515	0.117	0.0817	0.1524	0.6861	1622
B5-Reports currently having more than one partner	cpsr	0.0222	0.006	0.0384	0.0493	0.0293	0.0694	0.0736	1629
B14-Reports currently having sex with 2 or more recent partners (calendar)	cppt	0.0209	0.0053	0.0364	0.0509	0.029	0.0729	0.0447	1625
B9- Husband has other wife (%yes/suspect)	h_othw	0.135	0.0705	0.1995	0.1013	0.0631	0.1394	0.27	1111
B9- Husband has other sexual partner (%yes/suspect)	h_othp	0.1828	0.1086	0.257	0.2383	0.1858	0.2908	0.1998	1162
B20-Received gifts for sex from most recent partner	rgifts_p1	0.1691	0.1089	0.2294	0.1378	0.0874	0.1883	0.4218	1627
B20-Received gifts for sex from 2nd most recent partner	rgifts_p2	0.3028	0.1489	0.4568	0.3743	0.2581	0.4905	0.4834	231
B21-Gave gifts for sex to most recent partner	ggifts_p1	0.059	0.025	0.093	0.0481	0.0235	0.0727	0.592	1625
K5-Multiple sexual partners increase HIV risk (%True)	k5r	0.9525	0.9252	0.9799	0.9696	0.9521	0.9872	0.2124	1952
A1-Most married men faithful to wives (%Agree)	a1r	0.2704	0.2082	0.3325	0.2474	0.2074	0.2875	0.4991	1953
A2-Can resist temptation of sex with person besides main partner (%Agree)	a2r	0.872	0.8257	0.9183	0.8703	0.8368	0.9038	0.948	1952
A3-Need someone to fill gap (%Disagree)	a3r	0.6263	0.5403	0.7123	0.6478	0.5874	0.7083	0.6915	1953
A5-Men with many women are real men (%Disagree)	a5r	0.9614	0.9379	0.9849	0.9303	0.9056	0.9549	0.0559	1953
A6-Men have right to get sex for gifts (%Disagree)	a6r	0.626	0.5375	0.7145	0.669	0.618	0.72	0.3678	1953
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	cn7r	0.6303	0.5458	0.7148	0.6506	0.6066	0.6947	0.6393	1953



CN9-Leaders discourage multiple partners (%Very often/sometimes)	cn9r	0.3388	0.2575	0.4201	0.4	0.3387	0.4614	0.2038	1953
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	cn10r	0.3267	0.256	0.3973	0.392	0.3384	0.4455	0.1519	1952
B6-Number of lifetime partners	lifep	2.4306	1.9925	2.8687	2.4619	2.1512	2.7726	0.884	1900
B1-Age at first sex	firstsex	17.9328	17.5631	18.3025	18.2932	18.0041	18.5822	0.1452	1766
Age difference between partner 1 and respondent	agediff_p1	4.8559	4.1753	5.5364	4.9881	4.4474	5.5288	0.7556	1511
Age difference between partner 2 and respondent	agediff_p2	2.9961	1.1181	4.8741	4.8124	3.5347	6.0901	0.154	179

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Media Channel (Vs. None)</b>									
B2-Multiple partners (past 12 months)	mp1	0.1065	0.0581	0.155	0.1071	0.0736	0.1405	0.9884	1781
B4-Multiple partners (past month)	mp2	0.0158	0.0043	0.0274	0.0234	0.0107	0.0362	0.4667	1630
B3-More than one partner within 3 months period (past 12 months)	b3r	0.1041	0.0566	0.1515	0.0843	0.0526	0.116	0.5514	1622
B5-Reports currently having more than one partner	cpsr	0.0222	0.006	0.0384	0.0368	0.0226	0.0509	0.2714	1629
B14-Reports currently having sex with 2 or more recent partners (calendar)	cppt	0.0209	0.0053	0.0364	0.036	0.0224	0.0495	0.2167	1625
B9- Husband has other wife (%yes/suspect)	h_othw	0.135	0.0705	0.1995	0.0684	0.0443	0.0926	0.0373	1111
B9- Husband has other sexual partner (%yes/suspect)	h_othp	0.1828	0.1086	0.257	0.1839	0.1393	0.2286	0.9825	1162
B20-Received gifts for sex from most recent partner	rgifts_p1	0.1691	0.1089	0.2294	0.1802	0.1347	0.2257	0.7735	1627
B20-Received gifts for sex from 2nd most recent partner	rgifts_p2	0.3028	0.1489	0.4568	0.4067	0.2903	0.5231	0.2984	231
B21-Gave gifts for sex to most recent partner	ggifts_p1	0.059	0.025	0.093	0.0913	0.0581	0.1245	0.2249	1625
K5-Multiple sexual partners increase HIV risk (%True)	k5r	0.9525	0.9252	0.9799	0.9583	0.9329	0.9838	0.7816	1952
A1-Most married men faithful to wives (%Agree)	a1r	0.2704	0.2082	0.3325	0.2015	0.1597	0.2433	0.0501	1953

A2-Can resist temptation of sex with person besides main partner (%Agree)	a2r	0.872	0.8257	0.9183	0.8658	0.8317	0.8999	0.8508	1952
A3-Need someone to fill gap (%Disagree)	a3r	0.6263	0.5403	0.7123	0.6269	0.5635	0.6904	0.9916	1953
A5-Men with many women are real men (%Disagree)	a5r	0.9614	0.9379	0.9849	0.927	0.8938	0.9602	0.0891	1953
A6-Men have right to get sex for gifts (%Disagree)	a6r	0.626	0.5375	0.7145	0.6513	0.601	0.7015	0.6505	1953
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	cn7r	0.6303	0.5458	0.7148	0.6629	0.6174	0.7084	0.5482	1953
CN9-Leaders discourage multiple partners (%Very often/sometimes)	cn9r	0.3388	0.2575	0.4201	0.435	0.379	0.4911	0.0774	1953
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	cn10r	0.3267	0.256	0.3973	0.4245	0.3731	0.4758	0.0566	1952
B6-Number of lifetime partners	lifep	2.4306	1.9925	2.8687	2.3668	2.169	2.5647	0.7918	1900
B1-Age at first sex	firstsex	17.9328	17.5631	18.3025	18.3495	18.0745	18.6245	0.0943	1766
Age difference between partner 1 and respondent	agediff_p1	4.8559	4.1753	5.5364	5.3827	4.7812	5.9842	0.2633	1511
Age difference between partner 2 and respondent	agediff_p2	2.9961	1.1181	4.8741	4.6072	3.7358	5.4786	0.1007	179

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any SAfAIDS</b>									
B2-Multiple partners (past 12 months)	mp1	0.1188	0.0995	0.1382	0.149	0.0946	0.2034	0.2617	1801
B4-Multiple partners (past month)	mp2	0.0276	0.0172	0.0379	0.0271	0.012	0.0422	0.9546	1650
B3-More than one partner within 3 months period (past 12 months)	b3r	0.1011	0.0794	0.1227	0.1079	0.0683	0.1475	0.7582	1642
B5-Reports currently having more than one partner	cpsr	0.0389	0.0288	0.0489	0.0415	0.0176	0.0654	0.8382	1649
B14-Reports currently having sex with 2 or more recent partners (calendar)	cppt	0.0411	0.0295	0.0527	0.0407	0.0237	0.0576	0.9654	1645
B9- Husband has other wife (%yes/suspect)	h_othw	0.0918	0.0623	0.1213	0.1081	0.0723	0.1438	0.4395	1126
B9- Husband has other sexual partner (%yes/suspect)	h_othp	0.1914	0.1528	0.2301	0.2354	0.1753	0.2956	0.251	1177
B20-Received gifts for sex from most recent partner	rgifts_p1	0.1355	0.1047	0.1664	0.3081	0.2087	0.4075	0.0001	1647
B20-Received gifts for sex from 2nd most recent partner	rgifts_p2	0.3615	0.2766	0.4463	0.5986	0.4409	0.7562	0.0096	240
B21-Gave gifts for sex to most recent partner	ggifts_p1	0.0562	0.0374	0.075	0.1347	0.0745	0.195	0.0026	1645
B21-Gave gifts for sex to 2nd most recent partner	ggifts_p2	0.0944	0.0598	0.1291	0.0772	0.0367	0.1178	0.5259	239
K5-Multiple sexual partners increase HIV risk (%True)	k5r	0.9572	0.9405	0.974	0.9802	0.9671	0.9934	0.0372	1976
A1-Most married men faithful to wives (%Agree)	a1r	0.237	0.2014	0.2725	0.2027	0.1499	0.2555	0.3142	1977
A2-Can resist temptation of sex with person besides main partner (%Agree)	a2r	0.8656	0.8427	0.8885	0.874	0.8403	0.9077	0.6913	1976
A3-Need someone to fill gap (%Disagree)	a3r	0.6356	0.5898	0.6813	0.6061	0.5201	0.692	0.5541	1977
A5-Men with many women are real men (%Disagree)	a5r	0.9369	0.9135	0.9603	0.9472	0.9158	0.9786	0.588	1977
A6-Men have right to get sex for gifts (%Disagree)	a6r	0.6427	0.6071	0.6783	0.6772	0.6211	0.7333	0.2958	1977

CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	cn7r	0.6433	0.6108	0.6758	0.6913	0.6215	0.7612	0.2381	1977
CN9-Leaders discourage multiple partners (%Very often/sometimes)	cn9r	0.3964	0.3552	0.4375	0.4322	0.3752	0.4893	0.2695	1977
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	cn10r	0.3846	0.3499	0.4192	0.441	0.3812	0.5007	0.1098	1976
B6-Number of lifetime partners	lifep	2.3865	2.1824	2.5906	2.5338	2.1924	2.8751	0.4218	1924
B1-Age at first sex	firstsex	18.2838	18.0753	18.4924	18.2131	17.8327	18.5935	0.7455	1786
Age difference bewteen partner 1 and respondent	agediff_p1	5.1223	4.6875	5.557	5.5329	4.8694	6.1964	0.3383	1530
Age difference bewteen partner 2 and respondent	agediff_p2	4.5392	3.6241	5.4543	4.0825	2.949	5.2161	0.5714	187

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any CMT</b>									
B2-Multiple partners (past 12 months)	mp1	0.1273	0.1061	0.1484	0.1052	0.0532	0.1572	0.4484	1801
B3-More than one partner within 3 months period (past 12 months)	b3r	0.1014	0.0829	0.12	0.1178	0.0279	0.2077	0.7035	1642
B5-Reports currently having more than one partner	cpsr	0.0394	0.0297	0.0492	0.0392	0.0112	0.0672	0.9877	1649
B14-Reports currently having sex with 2 or more recent partners (calendar)	cppt	0.0418	0.0309	0.0527	0.0326	0.0108	0.0545	0.4829	1645
B9- Husband has other wife (%yes/suspect)	h_othw	0.0978	0.0711	0.1246	0.0548	0.0054	0.1041	0.2147	1126
B9- Husband has other sexual partner (%yes/suspect)	h_othp	0.1954	0.1644	0.2265	0.3001	0.1666	0.4336	0.1015	1177
B20-Received gifts for sex from most recent partner	rgifts_p1	0.1713	0.1322	0.2103	0.1942	0.092	0.2964	0.6006	1647
B20-Received gifts for sex from 2nd most recent partner	rgifts_p2	0.4213	0.3391	0.5036	0.4217	0.1739	0.6695	0.9976	240
B21-Gave gifts for sex to most recent partner	ggifts_p1	0.0696	0.0496	0.0897	0.1158	0.0383	0.1933	0.1125	1645
K5-Multiple sexual partners increase HIV risk (%True)	k5r	0.9605	0.9459	0.975	0.9744	0.9422	1.0067	0.4813	1976

A1-Most married men faithful to wives (%Agree)	a1r	0.2343	0.2024	0.2661	0.1663	0.0948	0.2378	0.1223	1977
A2-Can resist temptation of sex with person besides main partner (%Agree)	a2r	0.8691	0.8496	0.8886	0.8383	0.7744	0.9021	0.3047	1976
A3-Need someone to fill gap (%Disagree)	a3r	0.6311	0.5933	0.669	0.6031	0.476	0.7303	0.6257	1977
A5-Men with many women are real men (%Disagree)	a5r	0.939	0.9179	0.9601	0.9351	0.8847	0.9854	0.8686	1977
A6-Men have right to get sex for gifts (%Disagree)	a6r	0.6547	0.6216	0.6877	0.5844	0.4824	0.6863	0.1917	1977
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	cn7r	0.6492	0.6182	0.6803	0.7126	0.6333	0.7918	0.1657	1977
CN9-Leaders discourage multiple partners (%Very often/sometimes)	cn9r	0.4004	0.361	0.4398	0.4581	0.3326	0.5836	0.4033	1977
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	cn10r	0.3904	0.3602	0.4205	0.4915	0.3708	0.6123	0.0994	1976
B6-Number of lifetime partners	lifep	2.4259	2.2139	2.638	2.3197	1.7057	2.9337	0.7675	1924
B1-Age at first sex	firstsex	18.2469	18.0647	18.4292	18.5378	17.9843	19.0913	0.2885	1786
Age difference between partner 1 and respondent	agediff_p1	5.2076	4.8609	5.5543	5.3126	4.0027	6.6226	0.8744	1530
Age difference between partner 2 and respondent	agediff_p2	4.1042	3.3586	4.8498	7.7379	4.6924	10.7834	0.0324	187

**OTHER RISK BEHAVIORS**

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Radio Show (Vs. None)</b>									
A13-Worried about becoming HIV infected (%Worried)	a13r	0.4354	0.3663	0.5045	0.3863	0.3395	0.4331	0.3227	1807
A14-Likely to be infected now (%High/Med)	a14r	0.1611	0.1256	0.1966	0.204	0.1678	0.2403	0.1234	1758
K2-STIs decrease HIV infection (%False)	k2r	0.8053	0.758	0.8527	0.753	0.6848	0.8213	0.14	1933
K6-TB can't be cured if HIV+ (%False)	k6r	0.5639	0.4974	0.6303	0.514	0.452	0.576	0.2007	1933
K10 Risk of contracting HIV decreases for a circumcised man	k10r	0.3171	0.262	0.3721	0.3346	0.284	0.3852	0.6199	1932
K11-Knows where to get information about HIV/AIDS	k11r	0.825	0.7767	0.8732	0.8143	0.7693	0.8593	0.7147	1933
<b>Exposure: Exposed to Two Radio Shows (Vs. None)</b>									
Variable		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound	p-value	N
A13-Worried about becoming HIV infected (%Worried)	a13r	0.4354	0.3663	0.5045	0.3995	0.3416	0.4574	0.4832	1807
A14-Likely to be infected now (%High/Med)	a14r	0.1611	0.1256	0.1966	0.2243	0.1608	0.2879	0.1062	1758
K2-STIs decrease HIV infection (%False)	k2r	0.8053	0.758	0.8527	0.7981	0.7354	0.8608	0.8554	1933
K6-TB can't be cured if HIV+ (%False)	k6r	0.5639	0.4974	0.6303	0.5019	0.4268	0.5771	0.2654	1933
K10 Risk of contracting HIV decreases for a circumcised man	k10r	0.3171	0.262	0.3721	0.3381	0.2638	0.4125	0.7098	1932
K11-Knows where to get information about HIV/AIDS	k11r	0.825	0.7767	0.8732	0.8398	0.7861	0.8934	0.7026	1933

Variable	Proportion	Unexposed		Proportion	Exposed		p-value	N	
		Lower bound	Upper bound		Lower bound	Upper bound			
<b>Exposure: Exposed to Any Radio Drama (Vs. None)</b>									
A13-Worried about becoming HIV infected (%Worried)	a13r	0.4017	0.3679	0.4356	0.4303	0.3805	0.4801	0.3137	1730
A14-Likely to be infected now (%High/Med)	a14r	0.1813	0.1574	0.2052	0.2083	0.1572	0.2594	0.3061	1682
K2-STIs decrease HIV infection (%False)	k2r	0.776	0.7268	0.8251	0.8131	0.7516	0.8747	0.3075	1852
K6-TB can't be cured if HIV+ (%False)	k6r	0.5395	0.4856	0.5933	0.5167	0.4459	0.5876	0.5904	1852
K10 Risk of contracting HIV decreases for a circumcised man	k10r	0.327	0.2851	0.3689	0.317	0.2604	0.3737	0.8019	1851
K11-Knows where to get information about HIV/AIDS	k11r	0.8113	0.7734	0.8492	0.8537	0.8093	0.898	0.0935	1852

Variable	Proportion	Unexposed		Proportion	Exposed		p-value	N	
		Lower bound	Upper bound		Lower bound	Upper bound			
<b>Exposure: Exposed to Any Television (Vs. None)</b>									
A13-Worried about becoming HIV infected (%Worried)	a13r	0.3964	0.3683	0.4245	0.5267	0.4205	0.633	0.018	1849
A14-Likely to be infected now (%High/Med)	a14r	0.1901	0.1658	0.2145	0.1796	0.0971	0.2622	0.8092	1799
K2-STIs decrease HIV infection (%False)	k2r	0.7774	0.7366	0.8182	0.7567	0.6601	0.8533	0.6766	1977
K6-TB can't be cured if HIV+ (%False)	k6r	0.5291	0.4808	0.5774	0.5656	0.4488	0.6823	0.5818	1977
K10 Risk of contracting HIV decreases for a circumcised man	k10r	0.3251	0.2935	0.3566	0.3566	0.2599	0.4532	0.5416	1976
K11-Knows where to get information about HIV/AIDS	k11r	0.8183	0.7863	0.8504	0.8442	0.751	0.9374	0.595	1977

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Print (Vs. None)</b>									
A13-Worried about becoming HIV infected (%Worried)	a13r	0.3706	0.3317	0.4095	0.432	0.3953	0.4686	0.021	1849
A14-Likely to be infected now (%High/Med)	a14r	0.1713	0.1358	0.2068	0.2001	0.1664	0.2337	0.2532	1799
K2-STIs decrease HIV infection (%False)	k2r	0.7576	0.6999	0.8153	0.7904	0.7499	0.831	0.2509	1977
K6-TB can't be cured if HIV+ (%False)	k6r	0.5366	0.4727	0.6004	0.5295	0.4747	0.5844	0.8592	1977
K10 Risk of contracting HIV decreases for a circumcised man	k10r	0.2915	0.2379	0.3451	0.3502	0.3101	0.3904	0.1142	1976
K11-Knows where to get information about HIV/AIDS	k11r	0.8446	0.8066	0.8826	0.7989	0.7588	0.839	0.0521	1977

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Media Channel (Vs. None)</b>									
A13-Worried about becoming HIV infected (%Worried)	a13r	0.3247	0.2565	0.3928	0.4357	0.3808	0.4905	0.0156	1827
A14-Likely to be infected now (%High/Med)	a14r	0.1306	0.0923	0.169	0.2197	0.1751	0.2642	0.0032	1777
K2-STIs decrease HIV infection (%False)	k2r	0.8072	0.7474	0.8671	0.7667	0.7168	0.8165	0.2013	1953
K6-TB can't be cured if HIV+ (%False)	k6r	0.5752	0.4944	0.656	0.5028	0.4408	0.5648	0.1058	1953
K10 Risk of contracting HIV decreases for a circumcised man	k10r	0.2594	0.2017	0.3171	0.3214	0.2659	0.377	0.0587	1952
K11-Knows where to get information about HIV/AIDS	k11r	0.8485	0.781	0.9161	0.8364	0.8007	0.8721	0.7699	1953



Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Media Channels (Vs. None)</b>									
A13-Worried about becoming HIV infected (%Worried)	a13r	0.3247	0.2565	0.3928	0.4237	0.3764	0.4709	0.0329	1827
A14-Likely to be infected now (%High/Med)	a14r	0.1306	0.0923	0.169	0.1969	0.1585	0.2354	0.0322	1777
K2-STIs decrease HIV infection (%False)	k2r	0.8072	0.7474	0.8671	0.7876	0.7418	0.8335	0.5217	1953
K6-TB can't be cured if HIV+ (%False)	k6r	0.5752	0.4944	0.656	0.5324	0.4711	0.5937	0.429	1953
K10 Risk of contracting HIV decreases for a circumcised man	k10r	0.2594	0.2017	0.3171	0.3586	0.3057	0.4114	0.0302	1952
K11-Knows where to get information about HIV/AIDS	k11r	0.8485	0.781	0.9161	0.795	0.7449	0.845	0.186	1953

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any SAfAIDS</b>									
A13-Worried about becoming HIV infected (%Worried)	a13r	0.3948	0.3643	0.4253	0.4579	0.3956	0.5201	0.0656	1849
A14-Likely to be infected now (%High/Med)	a14r	0.1762	0.1493	0.2031	0.2307	0.1748	0.2866	0.0718	1799
K2-STIs decrease HIV infection (%False)	k2r	0.7756	0.7299	0.8213	0.7794	0.7212	0.8375	0.9164	1977
K6-TB can't be cured if HIV+ (%False)	k6r	0.5268	0.4753	0.5783	0.5523	0.4804	0.6242	0.5574	1977
K10 Risk of contracting HIV decreases for a circumcised man	k10r	0.3344	0.3022	0.3667	0.3073	0.2478	0.3668	0.4177	1976
K11-Knows where to get information about HIV/AIDS	k11r	0.815	0.7801	0.8498	0.8426	0.7988	0.8863	0.275	1977

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any CMT</b>									
A13-Worried about becoming HIV infected (%Worried)	a13r	0.3966	0.3668	0.4263	0.566	0.4462	0.6858	0.0102	1849
A14-Likely to be infected now (%High/Med)	a14r	0.1801	0.1556	0.2046	0.2996	0.2013	0.3978	0.0089	1799
K2-STIs decrease HIV infection (%False)	k2r	0.7748	0.7333	0.8162	0.8051	0.7338	0.8765	0.4765	1977
K6-TB can't be cured if HIV+ (%False)	k6r	0.5338	0.4883	0.5793	0.511	0.4016	0.6204	0.6782	1977
K10 Risk of contracting HIV decreases for a circumcised man	k10r	0.3261	0.2949	0.3573	0.3558	0.2615	0.4501	0.551	1976
K11-Knows where to get information about HIV/AIDS	k11r	0.8194	0.7874	0.8513	0.829	0.7487	0.9092	0.8071	1977

**COMMUNICATION**

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Radio Show (Vs. None)</b>									
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	disc_spouse	0.6657	0.6	0.7313	0.7185	0.6722	0.7647	0.2192	1641
B26-Discussed HIV/AIDS with Kids (%Very often/often)	disc_kids	0.2738	0.1862	0.3613	0.278	0.2273	0.3286	0.9364	1016
B27-Discussed HIV/AIDS with friends (%Very often/often)	disc_friend	0.5921	0.5356	0.6486	0.6358	0.5752	0.6965	0.3682	1932
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	disc_any	0.7687	0.7229	0.8145	0.8405	0.7977	0.8834	0.0488	1933
A4-Sex life improves with communication with partner (%Agree)	a4r	0.9493	0.9276	0.971	0.9512	0.9306	0.9719	0.8946	1933
B22-Sexually dissatisfied with regular partner (%Very often/often)	b22r	0.1401	0.084	0.1962	0.1816	0.1274	0.2357	0.374	1177
B23-Sexually satisfied with regular partner (%Very often/often)	b23r	0.8967	0.8579	0.9356	0.9018	0.8427	0.9608	0.8706	1183
<b>Exposure: Exposed to Two Radio Shows (Vs. None)</b>									
Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Radio Shows (Vs. None)</b>									
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	disc_spouse	0.6657	0.6	0.7313	0.7398	0.6618	0.8177	0.1565	1641
B26-Discussed HIV/AIDS with Kids (%Very often/often)	disc_kids	0.2738	0.1862	0.3613	0.3253	0.2311	0.4194	0.4248	1016
B27-Discussed HIV/AIDS with friends (%Very often/often)	disc_friend	0.5921	0.5356	0.6486	0.7004	0.6134	0.7874	0.0751	1932
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	disc_any	0.7687	0.7229	0.8145	0.8226	0.7658	0.8794	0.1562	1933
A4-Sex life improves with communication with partner (%Agree)	a4r	0.9493	0.9276	0.971	0.9204	0.8742	0.9666	0.277	1933
B22-Sexually dissatisfied with regular partner (%Very often/often)	b22r	0.1401	0.084	0.1962	0.171	0.1169	0.225	0.5048	1177

B23-Sexually satisfied with regular partner (%Very often/often)	b23r	0.8967	0.8579	0.9356	0.9	0.8592	0.9407	0.9109	1183
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Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Radio Drama (Vs. None)</b>									
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	disc_spouse	0.6931	0.6541	0.732	0.6864	0.6157	0.757	0.8682	1567
B26-Discussed HIV/AIDS with Kids (%Very often/often)	disc_kids	0.2743	0.23	0.3187	0.2734	0.2028	0.3439	0.9801	957
B27-Discussed HIV/AIDS with friends (%Very often/often)	disc_friend	0.606	0.568	0.644	0.6796	0.5956	0.7637	0.1201	1851
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	disc_any	0.7975	0.7694	0.8256	0.8035	0.7474	0.8596	0.8318	1852
A4-Sex life improves with communication with partner (%Agree)	a4r	0.9485	0.932	0.965	0.935	0.9019	0.968	0.4102	1852
B22-Sexually dissatisfied with regular partner (%Very often/often)	b22r	0.1498	0.1174	0.1822	0.2037	0.1425	0.2648	0.1533	1121
B23-Sexually satisfied with regular partner (%Very often/often)	b23r	0.8963	0.8538	0.9389	0.8974	0.8563	0.9385	0.9673	1127

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Television (Vs. None)</b>									
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	disc_spouse	0.6944	0.6561	0.7327	0.6143	0.5105	0.7181	0.1162	1677
B26-Discussed HIV/AIDS with Kids (%Very often/often)	disc_kids	0.2836	0.2374	0.3298	0.3314	0.2123	0.4505	0.3865	1042
B27-Discussed HIV/AIDS with friends (%Very often/often)	disc_friend	0.622	0.5849	0.6591	0.6351	0.5338	0.7364	0.807	1976
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	disc_any	0.7934	0.7622	0.8246	0.774	0.6816	0.8663	0.6986	1977
A4-Sex life improves with communication with partner (%Agree)	a4r	0.9456	0.9302	0.961	0.9458	0.911	0.9805	0.9928	1977
B22-Sexually dissatisfied with regular partner (%Very often/often)	b22r	0.1545	0.1259	0.1831	0.2245	0.1161	0.3329	0.1938	1208

B23-Sexually satisfied with regular partner (%Very often/often)	b23r	0.8997	0.8655	0.934	0.9231	0.8724	0.9739	0.3537	1214
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Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Print (Vs. None)</b>									
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	disc_spouse	0.6433	0.5872	0.6994	0.7207	0.6818	0.7596	0.0075	1677
B26-Discussed HIV/AIDS with Kids (%Very often/often)	disc_kids	0.2867	0.2217	0.3516	0.2895	0.2359	0.3431	0.9376	1042
B27-Discussed HIV/AIDS with friends (%Very often/often)	disc_friend	0.5938	0.5292	0.6584	0.6429	0.6072	0.6786	0.156	1976
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	disc_any	0.7578	0.7029	0.8126	0.8197	0.7905	0.849	0.0369	1977
A4-Sex life improves with communication with partner (%Agree)	a4r	0.9394	0.9139	0.9649	0.9505	0.9323	0.9686	0.4916	1977
B22-Sexually dissatisfied with regular partner (%Very often/often)	b22r	0.1501	0.1111	0.1891	0.1686	0.1352	0.2019	0.4571	1208
B23-Sexually satisfied with regular partner (%Very often/often)	b23r	0.8958	0.8447	0.947	0.9063	0.8768	0.9359	0.6356	1214

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Media Channel (Vs. None)</b>									
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	disc_spouse	0.6252	0.5301	0.7204	0.7109	0.6652	0.7566	0.0785	1657
B26-Discussed HIV/AIDS with Kids (%Very often/often)	disc_kids	0.2701	0.1514	0.3889	0.299	0.2381	0.3599	0.6428	1027
B27-Discussed HIV/AIDS with friends (%Very often/often)	disc_friend	0.5333	0.4707	0.596	0.6772	0.6214	0.733	0.0001	1952
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	disc_any	0.7258	0.6571	0.7946	0.8289	0.7957	0.8622	0.0019	1953
A4-Sex life improves with communication with partner (%Agree)	a4r	0.9373	0.8997	0.9749	0.9484	0.9266	0.9703	0.5634	1953
B22-Sexually dissatisfied with regular partner (%Very often/often)	b22r	0.1507	0.0854	0.216	0.1313	0.0919	0.1708	0.5669	1191

B23-Sexually satisfied with regular partner (%Very often/often)	b23r	0.8927	0.8288	0.9566	0.8939	0.8479	0.94	0.9709	1197
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Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to Two Media Channels (Vs. None)</b>									
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	disc_spouse	0.6252	0.5301	0.7204	0.7291	0.6806	0.7776	0.0545	1657
B26-Discussed HIV/AIDS with Kids (%Very often/often)	disc_kids	0.2701	0.1514	0.3889	0.2923	0.2336	0.351	0.7496	1027
B27-Discussed HIV/AIDS with friends (%Very often/often)	disc_friend	0.5333	0.4707	0.596	0.6391	0.5925	0.6858	0.0072	1952
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	disc_any	0.7258	0.6571	0.7946	0.826	0.7902	0.8618	0.0058	1953
A4-Sex life improves with communication with partner (%Agree)	a4r	0.9373	0.8997	0.9749	0.9508	0.9264	0.9752	0.5871	1953
B22-Sexually dissatisfied with regular partner (%Very often/often)	b22r	0.1507	0.0854	0.216	0.1904	0.1442	0.2367	0.4151	1191
B23-Sexually satisfied with regular partner (%Very often/often)	b23r	0.8927	0.8288	0.9566	0.9087	0.8743	0.943	0.6029	1197

Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to Any SAfAIDS</b>									
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	disc_spouse	0.6949	0.658	0.7318	0.6636	0.5847	0.7426	0.4108	1677
B26-Discussed HIV/AIDS with Kids (%Very often/often)	disc_kids	0.2776	0.2254	0.3297	0.318	0.2465	0.3894	0.2906	1042
B27-Discussed HIV/AIDS with friends (%Very often/often)	disc_friend	0.6231	0.5871	0.659	0.6226	0.5523	0.693	0.9899	1976
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	disc_any	0.7986	0.7692	0.8279	0.763	0.7084	0.8176	0.1707	1977
A4-Sex life improves with communication with partner (%Agree)	a4r	0.9441	0.9273	0.9608	0.9517	0.9305	0.9729	0.5475	1977
B22-Sexually dissatisfied with regular partner (%Very often/often)	b22r	0.1615	0.1335	0.1895	0.1612	0.1025	0.22	0.9933	1208

B23-Sexually satisfied with regular partner (%Very often/often)	b23r	0.887	0.8463	0.9276	0.9621	0.937	0.9872	0.0054	1214
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Variable		Proportion	Unexposed		Proportion	Exposed		p-value	N
			Lower bound	Upper bound		Lower bound	Upper bound		
<b>Exposure: Exposed to Any CMT</b>									
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	disc_spouse	0.6933	0.6543	0.7322	0.6087	0.5125	0.7049	0.0811	1677
B26-Discussed HIV/AIDS with Kids (%Very often/often)	disc_kids	0.2848	0.2408	0.3287	0.327	0.1481	0.506	0.6223	1042
B27-Discussed HIV/AIDS with friends (%Very often/often)	disc_friend	0.6212	0.5854	0.657	0.654	0.5522	0.7558	0.5156	1976
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	disc_any	0.7935	0.7628	0.8241	0.7657	0.6691	0.8622	0.5839	1977
A4-Sex life improves with communication with partner (%Agree)	a4r	0.9461	0.9314	0.9607	0.9381	0.8853	0.9909	0.7497	1977
B22-Sexually dissatisfied with regular partner (%Very often/often)	b22r	0.1678	0.1403	0.1952	0.0934	0.0359	0.1508	0.0449	1208

**CONDOM USE**

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Radio Show (Vs. None)</b>									
B7-Condom use at last sex	cls	0.3775	0.31	0.4451	0.5033	0.451	0.5557	0.0118	1766
Condom use at last sex with regular partner	clsn_reg	0.3849	0.3126	0.4572	0.4876	0.4376	0.5376	0.0488	1596
Condom use at last sex among those with MP in past year	clsmpl	0.5003	0.38	0.6206	0.7001	0.6211	0.7791	0.0046	240
B19a-Condom use at last sex, most recent partner	cls_p1	0.3831	0.3122	0.4539	0.4911	0.4405	0.5417	0.0345	1611
B19a-Condom use at last sex, 2nd most recent partner	cls_p2	0.7709	0.7019	0.84	0.6873	0.591	0.7835	0.1954	225
B19a-Always uses condom with most recent partner	fcls_p1	0.1796	0.1395	0.2197	0.2409	0.1938	0.288	0.0477	1612
B19b-Always uses condom with 2nd most recent partner	fcls_p2	0.5573	0.4613	0.6532	0.5444	0.4526	0.6363	0.8642	228
CN1-Condom use in marriage accepted (%Strongly agree/agree)	cn1r	0.5393	0.4617	0.6169	0.6194	0.574	0.6649	0.1259	1933
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	cn2r	0.5919	0.5176	0.6661	0.654	0.5999	0.7082	0.2094	1933
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	cn2ar	0.5634	0.5103	0.6164	0.6318	0.5673	0.6964	0.0968	1933

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Radio Shows (Vs. None)</b>									
B7-Condom use at last sex	cls	0.3775	0.31	0.4451	0.5373	0.4466	0.6279	0.0151	1766
Condom use at last sex with regular partner	clsn_reg	0.3849	0.3126	0.4572	0.5161	0.4349	0.5973	0.058	1596
Condom use at last sex among those with MP in past year	clsmpl	0.5003	0.38	0.6206	0.7304	0.6208	0.84	0.0142	240
B19a-Condom use at last sex, most recent partner	cls_p1	0.3831	0.3122	0.4539	0.5182	0.4371	0.5992	0.0485	1611



B19a-Condom use at last sex, 2nd most recent partner	cls_p2	0.7709	0.7019	0.84	0.593	0.4537	0.7322	0.0397	225
B19a-Always uses condom with most recent partner	fcls_p1	0.1796	0.1395	0.2197	0.2981	0.2392	0.3569	0.0016	1612
B19b-Always uses condom with 2nd most recent partner	fcls_p2	0.5573	0.4613	0.6532	0.6244	0.4859	0.763	0.4882	228
CN1-Condom use in marriage accepted (%Strongly agree/agree)	cn1r	0.5393	0.4617	0.6169	0.6951	0.6321	0.758	0.0025	1933
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	cn2r	0.5919	0.5176	0.6661	0.6547	0.5634	0.7459	0.3316	1933
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	cn2ar	0.5634	0.5103	0.6164	0.6737	0.6096	0.7378	0.021	1933

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Radio Drama (Vs. None)</b>									
B7-Condom use at last sex	cls	0.4337	0.3976	0.4697	0.5227	0.4343	0.6111	0.0865	1689
Condom use at last sex with regular partner	clsn_reg	0.4353	0.398	0.4726	0.501	0.4252	0.5768	0.1773	1524
Condom use at last sex among those with MP in past year	clsm_p1	0.5965	0.5141	0.6789	0.7064	0.6035	0.8093	0.0966	235
B19a-Condom use at last sex, most recent partner	cls_p1	0.4353	0.3977	0.4728	0.5042	0.4287	0.5798	0.1517	1537
B19a-Condom use at last sex, 2nd most recent partner	cls_p2	0.7395	0.6814	0.7976	0.6171	0.5062	0.7281	0.0509	221
B19a-Always uses condom with most recent partner	fcls_p1	0.2112	0.1789	0.2435	0.2607	0.2066	0.3149	0.0646	1539
B19b-Always uses condom with 2nd most recent partner	fcls_p2	0.5535	0.4917	0.6153	0.56	0.4447	0.6753	0.9284	224
CN1-Condom use in marriage accepted (%Strongly agree/agree)	cn1r	0.585	0.5447	0.6253	0.6483	0.5865	0.7101	0.0631	1852
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	cn2r	0.6163	0.5726	0.6601	0.6682	0.5919	0.7445	0.1868	1852
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	cn2ar	0.5951	0.5517	0.6386	0.6611	0.5993	0.7229	0.0458	1852

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Television (Vs. None)</b>									
B7-Condom use at last sex	cls	0.4586	0.4271	0.4901	0.442	0.3351	0.549	0.772	1804
Condom use at last sex with regular partner	clsn_reg	0.4555	0.4284	0.4827	0.3951	0.2925	0.4977	0.2801	1631
Condom use at last sex among those with MP in past year	clsmpl	0.5837	0.5138	0.6536	0.5692	0.3115	0.8268	0.9144	248
B19a-Condom use at last sex, most recent partner	cls_p1	0.4564	0.428	0.4848	0.3994	0.2986	0.5001	0.3033	1646
B19a-Condom use at last sex, 2nd most recent partner	cls_p2	0.7103	0.6533	0.7673	0.7604	0.5953	0.9255	0.593	235
B19a-Always uses condom with most recent partner	fcls_p1	0.2257	0.1926	0.2587	0.2412	0.1579	0.3245	0.731	1647
B19b-Always uses condom with 2nd most recent partner	fcls_p2	0.5749	0.5268	0.6231	0.4916	0.3138	0.6693	0.3974	238
CN1-Condom use in marriage accepted (%Strongly agree/agree)	cn1r	0.6061	0.5686	0.6437	0.6347	0.5461	0.7234	0.5455	1977
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	cn2r	0.6302	0.5881	0.6722	0.6671	0.5572	0.7771	0.4998	1977
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	cn2ar	0.6071	0.563	0.6512	0.7401	0.654	0.8263	0.0145	1977

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Print (Vs. None)</b>									
B7-Condom use at last sex	cls	0.4326	0.3795	0.4857	0.4731	0.4331	0.5132	0.251	1804
Condom use at last sex with regular partner	clsn_reg	0.4286	0.375	0.4821	0.4633	0.4277	0.4989	0.3362	1631
Condom use at last sex among those with MP in past year	clsmpl	0.5879	0.4914	0.6844	0.5776	0.4841	0.671	0.8775	248
B19a-Condom use at last sex, most recent partner	cls_p1	0.4298	0.3767	0.4828	0.4645	0.4287	0.5004	0.3257	1646
B19a-Condom use at last sex, 2nd most recent partner	cls_p2	0.7471	0.6559	0.8382	0.6851	0.6206	0.7497	0.2845	235

B19a-Always uses condom with most recent partner	fcls_p1	0.2424	0.2012	0.2836	0.2183	0.1816	0.2549	0.332	1647
B19b-Always uses condom with 2nd most recent partner	fcls_p2	0.5621	0.4783	0.646	0.574	0.5198	0.6282	0.8234	238
CN1-Condom use in marriage accepted (%Strongly agree/agree)	cn1r	0.5498	0.4889	0.6108	0.6465	0.6088	0.6842	0.0041	1977
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	cn2r	0.5778	0.5076	0.648	0.6694	0.6281	0.7107	0.0099	1977
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	cn2ar	0.5796	0.5226	0.6366	0.6433	0.5987	0.6879	0.0348	1977

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Media Channel (Vs. None)</b>									
B7-Condom use at last sex	cls	0.3757	0.2831	0.4682	0.4649	0.4134	0.5163	0.1154	1784
Condom use at last sex with regular partner	clsn_reg	0.3883	0.2943	0.4822	0.4535	0.4049	0.5021	0.2319	1611
Condom use at last sex among those with MP in past year	clsm_p1	0.5806	0.4184	0.7429	0.6291	0.5081	0.7501	0.6509	240
B19a-Condom use at last sex, most recent partner	cls_p1	0.3835	0.2927	0.4743	0.4572	0.4082	0.5061	0.1622	1626
B19a-Condom use at last sex, 2nd most recent partner	cls_p2	0.8004	0.6766	0.9243	0.7191	0.6231	0.8151	0.3577	226
B19a-Always uses condom with most recent partner	fcls_p1	0.1879	0.1303	0.2455	0.2508	0.2047	0.2968	0.0628	1627
B19b-Always uses condom with 2nd most recent partner	fcls_p2	0.4833	0.3433	0.6233	0.6283	0.541	0.7155	0.0904	229
CN1-Condom use in marriage accepted (%Strongly agree/agree)	cn1r	0.4792	0.371	0.5875	0.5961	0.5497	0.6426	0.0429	1953
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	cn2r	0.4982	0.3994	0.597	0.6384	0.5879	0.6888	0.0077	1953
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	cn2ar	0.5143	0.4493	0.5792	0.6039	0.5567	0.6511	0.0123	1953

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Media Channels (Vs. None)</b>									
B7-Condom use at last sex	cls	0.3757	0.2831	0.4682	0.4968	0.4466	0.5471	0.0427	1784
Condom use at last sex with regular partner	clsn_reg	0.3883	0.2943	0.4822	0.482	0.4356	0.5284	0.1352	1611
Condom use at last sex among those with MP in past year	clsmpl	0.5806	0.4184	0.7429	0.6399	0.5459	0.734	0.533	240
B19a-Condom use at last sex, most recent partner	cls_p1	0.3835	0.2927	0.4743	0.4841	0.4374	0.5308	0.0995	1626
B19a-Condom use at last sex, 2nd most recent partner	cls_p2	0.8004	0.6766	0.9243	0.659	0.5759	0.7422	0.1171	226
B19a-Always uses condom with most recent partner	fcls_p1	0.1879	0.1303	0.2455	0.2322	0.1888	0.2757	0.2569	1627
B19b-Always uses condom with 2nd most recent partner	fcls_p2	0.4833	0.3433	0.6233	0.5394	0.4611	0.6178	0.5288	229
CN1-Condom use in marriage accepted (%Strongly agree/agree)	cn1r	0.4792	0.371	0.5875	0.669	0.6266	0.7115	0.0027	1953
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	cn2r	0.4982	0.3994	0.597	0.6824	0.6336	0.7313	0.0015	1953
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	cn2ar	0.5143	0.4493	0.5792	0.6665	0.6133	0.7196	0.0003	1953

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any SAfAIDS</b>									
B7-Condom use at last sex	cls	0.4488	0.4106	0.487	0.4862	0.4314	0.5409	0.3059	1804
Condom use at last sex with regular partner	clsn_reg	0.4464	0.412	0.4807	0.4622	0.4023	0.5221	0.6845	1631
Condom use at last sex among those with MP in past year	clsmpl	0.5587	0.4813	0.6361	0.6573	0.5281	0.7866	0.1994	248
B19a-Condom use at last sex, most recent partner	cls_p1	0.4476	0.4127	0.4825	0.4631	0.4031	0.5231	0.6906	1646
B19a-Condom use at last sex, 2nd most recent partner	cls_p2	0.6641	0.5989	0.7292	0.8577	0.7845	0.9309	0.0006	235

B19a-Always uses condom with most recent partner	fcls_p1	0.2186	0.1835	0.2536	0.2554	0.2018	0.309	0.2291	1647
B19b-Always uses condom with 2nd most recent partner	fcls_p2	0.5438	0.4917	0.5959	0.6331	0.5284	0.7378	0.1555	238
CN1-Condom use in marriage accepted (%Strongly agree/agree)	cn1r	0.5953	0.5601	0.6306	0.6587	0.569	0.7484	0.1762	1977
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	cn2r	0.6269	0.5897	0.6642	0.6562	0.5575	0.7549	0.5312	1977
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	cn2ar	0.6086	0.5699	0.6472	0.6534	0.5721	0.7348	0.2529	1977

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any CMT</b>									
B7-Condom use at last sex	cls	0.4648	0.4329	0.4966	0.36	0.2419	0.4781	0.1198	1804
Condom use at last sex with regular partner	clsn_reg	0.4604	0.4318	0.4889	0.3284	0.2111	0.4457	0.0596	1631
Condom use at last sex among those with MP in past year	clsm_p1	0.5598	0.4956	0.624	0.8523	0.6587	1.0459	0.0301	248
B19a-Condom use at last sex, most recent partner	cls_p1	0.4616	0.4327	0.4905	0.3296	0.2141	0.4451	0.0543	1646
B19a-Condom use at last sex, 2nd most recent partner	cls_p2	0.7112	0.6561	0.7663	0.7407	0.5494	0.9321	0.768	235
B19a-Always uses condom with most recent partner	fcls_p1	0.2387	0.2062	0.2712	0.12	0.0608	0.1792	0.0048	1647
B19b-Always uses condom with 2nd most recent partner	fcls_p2	0.5733	0.527	0.6196	0.5059	0.3082	0.7036	0.5212	238
CN1-Condom use in marriage accepted (%Strongly agree/agree)	cn1r	0.6106	0.5733	0.6479	0.5799	0.4694	0.6904	0.5936	1977
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	cn2r	0.6259	0.5827	0.6692	0.7486	0.6486	0.8487	0.0309	1977
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	cn2ar	0.6142	0.5739	0.6545	0.6754	0.5677	0.7832	0.2477	1977

## HIV TESTING

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Radio Show (Vs. None)</b>									
B24-Ever been tested for HIV	evertest	0.8144	0.7754	0.8533	0.8917	0.8579	0.9255	0.017	1933
B24b-HIV test in the last 12 months	hivtest	0.6137	0.5559	0.6715	0.6759	0.6324	0.7194	0.1181	1929
B24ci-Discussed results of most recent HIV test	results_disc	0.8077	0.7534	0.8619	0.8441	0.8018	0.8864	0.327	1630
K1-If one spouse positive, the other too (%False)	k1r	0.6101	0.5512	0.6691	0.5406	0.4771	0.6042	0.1045	1933
K7-Pregnant woman should test for HIV (%True)	k7r	0.945	0.924	0.9659	0.9777	0.9649	0.9904	0.0085	1933
A10-It is important to know your HIV status (%Agree)	a10r	0.9576	0.936	0.9792	0.9712	0.9577	0.9847	0.3315	1933
A12-Only way to know status is by blood test (%Agree)	a12r	0.9803	0.9648	0.9959	0.9766	0.958	0.9953	0.6241	1932
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	cn5r	0.6349	0.5754	0.6943	0.6976	0.642	0.7531	0.1133	1933
B24a-Lifetime number of HIV tests	numtest	3.2339	2.8592	3.6085	3.2185	2.8979	3.5391	0.9497	1826
<b>Exposure: Exposed to Two Radio Shows (Vs. None)</b>									
Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Radio Shows (Vs. None)</b>									
B24-Ever been tested for HIV	evertest	0.8144	0.7754	0.8533	0.8908	0.8499	0.9317	0.0162	1933
B24b-HIV test in the last 12 months	hivtest	0.6137	0.5559	0.6715	0.6558	0.5814	0.7303	0.4283	1929
B24ci-Discussed results of most recent HIV test	results_disc	0.8077	0.7534	0.8619	0.8147	0.752	0.8773	0.8848	1630
K1-If one spouse positive, the other too (%False)	k1r	0.6101	0.5512	0.6691	0.6105	0.5328	0.6882	0.9943	1933
K7-Pregnant woman should test for HIV (%True)	k7r	0.945	0.924	0.9659	0.9581	0.9051	1.0111	0.6977	1933
A10-It is important to know your HIV status (%Agree)	a10r	0.9576	0.936	0.9792	0.9701	0.946	0.9942	0.4021	1933

A12-Only way to know status is by blood test (%Agree)	a12r	0.9803	0.9648	0.9959	0.9772	0.9609	0.9935	0.7592	1932
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	cn5r	0.6349	0.5754	0.6943	0.7217	0.6552	0.7882	0.0654	1933
B24a-Lifetime number of HIV tests	numtest	3.2339	2.8592	3.6085	3.5081	2.9015	4.1147	0.4426	1826

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Radio Drama (Vs. None)</b>									
B24-Ever been tested for HIV	evertest	0.8444	0.8244	0.8644	0.8793	0.8437	0.9149	0.1001	1852
B24b-HIV test in the last 12 months	hivtest	0.6465	0.6141	0.6789	0.6453	0.5865	0.7041	0.9698	1849
B24c-Received results of most recent HIV test	hivresults	0.9652	0.9527	0.9777	0.9732	0.9508	0.9956	0.5602	1428
B24ci-Discussed results of most recent HIV test	results_disc	0.8302	0.7967	0.8636	0.8177	0.765	0.8705	0.6884	1550
K1-If one spouse positive, the other too (%False)	k1r	0.5684	0.5185	0.6183	0.6178	0.5422	0.6934	0.2793	1852
K7-Pregnant woman should test for HIV (%True)	k7r	0.9572	0.944	0.9705	0.9559	0.9144	0.9973	0.9443	1852
A10-It is important to know your HIV status (%Agree)	a10r	0.9667	0.9558	0.9776	0.97	0.9495	0.9905	0.7593	1852
A12-Only way to know status is by blood test (%Agree)	a12r	0.9811	0.968	0.9943	0.9654	0.9446	0.9862	0.0344	1851
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	cn5r	0.6677	0.6231	0.7124	0.6951	0.6341	0.7561	0.4349	1852
B24a-Lifetime number of HIV tests	numtest	3.2193	2.9625	3.476	3.5235	2.9542	4.0927	0.3158	1756

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Television (Vs. None)</b>									
B24-Ever been tested for HIV	evertest	0.8563	0.8372	0.8754	0.8613	0.8086	0.914	0.8563	1977
B24b-HIV test in the last 12 months	hivtest	0.6482	0.6186	0.6778	0.6317	0.5314	0.7321	0.7694	1973
B24ci-Discussed results of most recent HIV test	results_disc	0.8334	0.8062	0.8607	0.6884	0.5612	0.8156	0.0171	1662
K1-If one spouse positive, the other too (%False)	k1r	0.5725	0.5323	0.6127	0.6533	0.5658	0.7408	0.0801	1977
K7-Pregnant woman should test for HIV (%True)	k7r	0.9582	0.9442	0.9723	0.9913	0.977	1.0057	0.0397	1977
A10-It is important to know your HIV status (%Agree)	a10r	0.9608	0.9472	0.9744	0.9923	0.9851	0.9996	0.0028	1977
A12-Only way to know status is by blood test (%Agree)	a12r	0.9775	0.9638	0.9912	0.9838	0.9681	0.9994	0.4505	1976
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	cn5r	0.6808	0.6401	0.7216	0.6388	0.5434	0.7341	0.4228	1977
B24a-Lifetime number of HIV tests	numtest	3.3335	3.0681	3.5989	2.6938	2.0284	3.3591	0.1072	1867

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Print (Vs. None)</b>									
B24-Ever been tested for HIV	evertest	0.8193	0.7844	0.8542	0.8828	0.8604	0.9052	0.003	1977
B24b-HIV test in the last 12 months	hivtest	0.5745	0.5152	0.6338	0.6942	0.662	0.7264	0.0019	1973
B24c-Received results of most recent HIV test	hivresults	0.9479	0.9257	0.97	0.9791	0.9698	0.9885	0.0054	1529
B24ci-Discussed results of most recent HIV test	results_disc	0.8012	0.7587	0.8438	0.8365	0.8022	0.8708	0.2132	1662
K1-If one spouse positive, the other too (%False)	k1r	0.5618	0.4914	0.6321	0.5907	0.5509	0.6306	0.4613	1977
K7-Pregnant woman should test for HIV (%True)	k7r	0.9646	0.9517	0.9774	0.9545	0.9311	0.9778	0.4466	1977
A10-It is important to know your HIV status (%Agree)	a10r	0.9711	0.9571	0.985	0.9629	0.9481	0.9777	0.4063	1977



A12-Only way to know status is by blood test (%Agree)	a12r	0.9838	0.9728	0.9949	0.9749	0.9585	0.9913	0.1977	1976
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	cn5r	0.6535	0.5977	0.7092	0.6936	0.6573	0.7299	0.1133	1977
B24a-Lifetime number of HIV tests	numtest	3.0736	2.6853	3.462	3.4061	3.1463	3.6658	0.1241	1867

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Media Channel (Vs. None)</b>									
B24-Ever been tested for HIV	evertest	0.7773	0.7181	0.8365	0.8535	0.8248	0.8821	0.0184	1953
B24b-HIV test in the last 12 months	hivtest	0.5718	0.4895	0.654	0.6044	0.5514	0.6575	0.4105	1949
B24c-Received results of most recent HIV test	hivresults	0.9611	0.9348	0.9875	0.9542	0.9336	0.9748	0.6859	1511
B24ci-Discussed results of most recent HIV test	results_disc	0.7565	0.6757	0.8373	0.8522	0.8109	0.8934	0.0221	1647
K1-If one spouse positive, the other too (%False)	k1r	0.5944	0.5196	0.6693	0.5551	0.4674	0.6429	0.4751	1953
K7-Pregnant woman should test for HIV (%True)	k7r	0.9626	0.9415	0.9837	0.9436	0.9196	0.9676	0.3116	1953
A10-It is important to know your HIV status (%Agree)	a10r	0.9616	0.9373	0.986	0.9631	0.9432	0.9831	0.9208	1953
A12-Only way to know status is by blood test (%Agree)	a12r	0.9768	0.9585	0.995	0.9874	0.979	0.9957	0.1205	1952
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	cn5r	0.6404	0.5609	0.7199	0.652	0.6017	0.7024	0.7866	1953
B24a-Lifetime number of HIV tests	numtest	3.1797	2.7315	3.628	3.1462	2.7192	3.5732	0.8743	1843

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Media Channels (Vs. None)</b>									
B24-Ever been tested for HIV	evertest	0.7773	0.7181	0.8365	0.9015	0.872	0.931	0.0004	1953
B24b-HIV test in the last 12 months	hivtest	0.5718	0.4895	0.654	0.7117	0.6686	0.7547	0.0081	1949
B24c-Received results of most recent HIV test	hivresults	0.9611	0.9348	0.9875	0.9846	0.9762	0.993	0.0601	1511
B24ci-Discussed results of most recent HIV test	results_disc	0.7565	0.6757	0.8373	0.8306	0.7869	0.8742	0.1651	1647
K1-If one spouse positive, the other too (%False)	k1r	0.5944	0.5196	0.6693	0.5989	0.5517	0.646	0.9261	1953
K7-Pregnant woman should test for HIV (%True)	k7r	0.9626	0.9415	0.9837	0.9716	0.9496	0.9936	0.6241	1953
A10-It is important to know your HIV status (%Agree)	a10r	0.9616	0.9373	0.986	0.9692	0.9572	0.9811	0.5799	1953
A12-Only way to know status is by blood test (%Agree)	a12r	0.9768	0.9585	0.995	0.9724	0.9543	0.9906	0.6498	1952
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	cn5r	0.6404	0.5609	0.7199	0.7129	0.6713	0.7545	0.0744	1953
B24a-Lifetime number of HIV tests	numtest	3.1797	2.7315	3.628	3.4441	3.1496	3.7386	0.3424	1843

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any SAfAIDS</b>									
B24-Ever been tested for HIV	evertest	0.8517	0.8326	0.8709	0.8792	0.8263	0.9321	0.3677	1977
B24b-HIV test in the last 12 months	hivtest	0.6356	0.6059	0.6652	0.6867	0.6171	0.7562	0.2124	1973
B24c-Received results of most recent HIV test	hivresults	0.967	0.9548	0.9792	0.9543	0.9335	0.9751	0.2339	1529
B24ci-Discussed results of most recent HIV test	results_disc	0.8173	0.7903	0.8444	0.8432	0.7954	0.891	0.3048	1662
K1-If one spouse positive, the other too (%False)	k1r	0.583	0.5365	0.6295	0.565	0.4969	0.6331	0.6698	1977
K7-Pregnant woman should test for HIV (%True)	k7r	0.9596	0.9452	0.9739	0.9579	0.9274	0.9885	0.9185	1977

A10-It is important to know your HIV status (%Agree)	a10r	0.9666	0.954	0.9792	0.9633	0.9452	0.9815	0.7549	1977
A12-Only way to know status is by blood test (%Agree)	a12r	0.9783	0.9641	0.9924	0.9782	0.9611	0.9954	0.996	1976
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	cn5r	0.6677	0.6279	0.7075	0.7142	0.6485	0.7798	0.1814	1977
B24a-Lifetime number of HIV tests	numtest	3.2375	2.9715	3.5035	3.4154	3.0164	3.8143	0.4255	1867

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any CMT</b>									
B24-Ever been tested for HIV	evertest	0.8566	0.8374	0.8757	0.8597	0.7948	0.9245	0.928	1977
B24b-HIV test in the last 12 months	hivtest	0.6467	0.6191	0.6743	0.6466	0.573	0.7202	0.9981	1973
B24ci-Discussed results of most recent HIV test	results_disc	0.827	0.7997	0.8543	0.7605	0.6745	0.8466	0.1163	1662
K1-If one spouse positive, the other too (%False)	k1r	0.5752	0.535	0.6154	0.6377	0.5329	0.7425	0.2664	1977
A10-It is important to know your HIV status (%Agree)	a10r	0.971	0.9608	0.9811	0.9094	0.8362	0.9827	0.0176	1977
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	cn5r	0.6786	0.6395	0.7176	0.6586	0.5707	0.7465	0.6627	1977
B24a-Lifetime number of HIV tests	numtest	3.2888	3.0534	3.5241	3.1122	2.3545	3.8698	0.6362	1867

## HIV TREATMENT

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Radio Show (Vs. None)</b>									
PC5-Cared for someone on ART	pc5r	0.2584	0.2059	0.3108	0.3094	0.2633	0.3555	0.1245	1933
PC6-Willing to Care for Someone on ART	pc6r	0.8431	0.7956	0.8907	0.8496	0.8073	0.8918	0.8081	1933
K3-PLHIV on ART can transmit HIV (%True)	k3r	0.6917	0.6389	0.7445	0.7227	0.6716	0.7738	0.4195	1933
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	k4r	0.8777	0.8382	0.9173	0.8731	0.8336	0.9126	0.8735	1933
K8a-ARVs prevent MCT during pregnancy	k8ar	0.7901	0.7381	0.8421	0.8043	0.766	0.8426	0.6671	1933
K8b-ARVs prevent MCT during childbirth	k8br	0.6813	0.6267	0.7359	0.6979	0.6526	0.7433	0.6321	1933
K8c-ARVs prevent MCT during breastfeeding	k8cr	0.6787	0.6287	0.7288	0.7375	0.6967	0.7783	0.0425	1933
K9-People on ART have to stay on treatment for rest of lives	k9r	0.7886	0.7353	0.8418	0.7965	0.7369	0.8562	0.8048	1933
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	cn6r	0.6367	0.5803	0.6931	0.6725	0.6122	0.7328	0.361	1933
B28-Has ever taken ARVs	b28r	0.0765	0.0438	0.1093	0.0891	0.0696	0.1086	0.5292	1931
B29- Ever participated in PMTCT program (among ever pregnant)	b29r	0.2111	0.161	0.2612	0.2999	0.2445	0.3554	0.0164	1631

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Radio Shows (Vs. None)</b>									
PC5-Cared for someone on ART	pc5r	0.2584	0.2059	0.3108	0.2954	0.2377	0.3532	0.3688	1933
PC6-Willing to Care for Someone on ART	pc6r	0.8431	0.7956	0.8907	0.801	0.7366	0.8655	0.2752	1933
K3-PLHIV on ART can transmit HIV (%True)	k3r	0.6917	0.6389	0.7445	0.6573	0.5851	0.7295	0.4583	1933
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	k4r	0.8777	0.8382	0.9173	0.8647	0.818	0.9114	0.6392	1933
K8a-ARVs prevent MCT during pregnancy	k8ar	0.7901	0.7381	0.8421	0.8473	0.8056	0.8891	0.1096	1933
K8b-ARVs prevent MCT during childbirth	k8br	0.6813	0.6267	0.7359	0.7349	0.6727	0.7972	0.1977	1933

K8c-ARVs prevent MCT during breastfeeding	k8cr	0.6787	0.6287	0.7288	0.7654	0.7099	0.8208	0.0272	1933
K9-People on ART have to stay on treatment for rest of lives	k9r	0.7886	0.7353	0.8418	0.8025	0.7281	0.877	0.7681	1933
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	cn6r	0.6367	0.5803	0.6931	0.7038	0.6363	0.7714	0.1115	1933
B28-Has ever taken ARVs	b28r	0.0765	0.0438	0.1093	0.079	0.0504	0.1076	0.9222	1931
B29- Ever participated in PMTCT program (among ever pregnant)	b29r	0.2111	0.161	0.2612	0.2514	0.1704	0.3324	0.4149	1631

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Radio Drama (Vs. None)</b>									
PC5-Cared for someone on ART	pc5r	0.279	0.2428	0.3152	0.2939	0.2266	0.3612	0.6638	1852
PC6-Willing to Care for Someone on ART	pc6r	0.8455	0.8074	0.8837	0.7983	0.7412	0.8554	0.1079	1852
K3-PLHIV on ART can transmit HIV (%True)	k3r	0.7062	0.6657	0.7467	0.6664	0.5996	0.7333	0.2843	1852
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	k4r	0.8733	0.8449	0.9016	0.8846	0.8497	0.9196	0.6059	1852
K8a-ARVs prevent MCT during pregnancy	k8ar	0.7907	0.7585	0.8228	0.8589	0.8215	0.8963	0.0029	1852
K8b-ARVs prevent MCT during childbirth	k8br	0.6888	0.6501	0.7275	0.7239	0.6696	0.7781	0.2466	1852
K8c-ARVs prevent MCT during breastfeeding	k8cr	0.7093	0.6748	0.7437	0.7664	0.7111	0.8216	0.0511	1852
K9-People on ART have to stay on treatment for rest of lives	k9r	0.7859	0.7364	0.8355	0.8196	0.7658	0.8734	0.326	1852
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	cn6r	0.6536	0.6071	0.7001	0.6843	0.623	0.7456	0.349	1852
B28-Has ever taken ARVs	b28r	0.0823	0.0625	0.1021	0.0822	0.0573	0.1072	0.9955	1850
B29- Ever participated in PMTCT program (among ever pregnant)	b29r	0.2503	0.2147	0.2859	0.218	0.163	0.273	0.2823	1551

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Television (Vs. None)</b>									
PC5-Cared for someone on ART	pc5r	0.2942	0.2601	0.3283	0.2699	0.2078	0.332	0.4919	1977
PC6-Willing to Care for Someone on ART	pc6r	0.8427	0.8072	0.8782	0.8267	0.752	0.9015	0.6316	1977
K3-PLHIV on ART can transmit HIV (%True)	k3r	0.6775	0.6403	0.7147	0.8173	0.7511	0.8834	0.0012	1977
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	k4r	0.8772	0.8535	0.9009	0.8517	0.7283	0.9751	0.6558	1977
K8a-ARVs prevent MCT during pregnancy	k8ar	0.8153	0.786	0.8445	0.7666	0.6919	0.8413	0.1665	1977
K8b-ARVs prevent MCT during childbirth	k8br	0.7072	0.6725	0.7418	0.6728	0.5844	0.7612	0.4273	1977
K8c-ARVs prevent MCT during breastfeeding	k8cr	0.7346	0.6999	0.7693	0.6271	0.5515	0.7027	0.0144	1977
K9-People on ART have to stay on treatment for rest of lives	k9r	0.7971	0.7523	0.842	0.7751	0.6766	0.8736	0.6652	1977
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	cn6r	0.6647	0.6209	0.7085	0.6531	0.5639	0.7424	0.8163	1977
B28-Has ever taken ARVs	b28r	0.0859	0.0709	0.101	0.0343	0.006	0.0626	0.0176	1975
B29- Ever participated in PMTCT program (among ever pregnant)	b29r	0.2477	0.2118	0.2836	0.2837	0.149	0.4184	0.5947	1669

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Print (Vs. None)</b>									
PC5-Cared for someone on ART	pc5r	0.2996	0.2485	0.3506	0.2872	0.2504	0.324	0.6796	1977
PC6-Willing to Care for Someone on ART	pc6r	0.8063	0.7488	0.8637	0.8692	0.839	0.8994	0.0124	1977
K3-PLHIV on ART can transmit HIV (%True)	k3r	0.6747	0.6177	0.7317	0.6968	0.6463	0.7473	0.5895	1977
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	k4r	0.8681	0.8319	0.9044	0.8812	0.8514	0.9111	0.5292	1977
K8a-ARVs prevent MCT during pregnancy	k8ar	0.807	0.7607	0.8534	0.8136	0.7805	0.8467	0.8086	1977
K8b-ARVs prevent MCT during childbirth	k8br	0.7107	0.6602	0.7613	0.6997	0.6586	0.7408	0.7216	1977
K8c-ARVs prevent MCT during breastfeeding	k8cr	0.7442	0.6896	0.7987	0.7124	0.6721	0.7527	0.3894	1977

K9-People on ART have to stay on treatment for rest of lives	k9r	0.8239	0.7792	0.8687	0.7735	0.718	0.829	0.0778	1977
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	cn6r	0.6428	0.5816	0.704	0.678	0.6377	0.7182	0.2278	1977
B28-Has ever taken ARVs	b28r	0.0925	0.073	0.112	0.0728	0.0533	0.0924	0.1466	1975
B29- Ever participated in PMTCT program (among ever pregnant)	b29r	0.2731	0.2297	0.3166	0.2383	0.191	0.2857	0.2846	1669

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Media Channel (Vs. None)</b>									
PC5-Cared for someone on ART	pc5r	0.2665	0.1967	0.3363	0.2812	0.2323	0.33	0.7148	1953
PC6-Willing to Care for Someone on ART	pc6r	0.783	0.705	0.8609	0.8606	0.8169	0.9043	0.0195	1953
K3-PLHIV on ART can transmit HIV (%True)	k3r	0.6336	0.5484	0.7189	0.7268	0.6748	0.7789	0.055	1953
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	k4r	0.8634	0.8073	0.9194	0.8693	0.8388	0.8998	0.8385	1953
K8a-ARVs prevent MCT during pregnancy	k8ar	0.79	0.7234	0.8566	0.8075	0.7627	0.8522	0.6015	1953
K8b-ARVs prevent MCT during childbirth	k8br	0.7011	0.6279	0.7743	0.6882	0.6457	0.7308	0.7288	1953
K8c-ARVs prevent MCT during breastfeeding	k8cr	0.7208	0.6488	0.7929	0.7188	0.6769	0.7606	0.9561	1953
K9-People on ART have to stay on treatment for rest of lives	k9r	0.8305	0.7708	0.8901	0.785	0.738	0.832	0.1503	1953
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	cn6r	0.6312	0.544	0.7183	0.6513	0.6007	0.702	0.6611	1953
B28-Has ever taken ARVs	b28r	0.0912	0.0448	0.1376	0.0882	0.0653	0.1111	0.9171	1951
B29- Ever participated in PMTCT program (among ever pregnant)	b29r	0.238	0.1759	0.3	0.2643	0.2157	0.3129	0.5117	1649

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Media Channels (Vs. None)</b>									
PC5-Cared for someone on ART	pc5r	0.2665	0.1967	0.3363	0.2986	0.2547	0.3425	0.4123	1953
PC6-Willing to Care for Someone on ART	pc6r	0.783	0.705	0.8609	0.8578	0.8202	0.8955	0.0541	1953
K3-PLHIV on ART can transmit HIV (%True)	k3r	0.6336	0.5484	0.7189	0.7043	0.6431	0.7655	0.2486	1953
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	k4r	0.8634	0.8073	0.9194	0.8836	0.8483	0.9189	0.5216	1953
K8a-ARVs prevent MCT during pregnancy	k8ar	0.79	0.7234	0.8566	0.8165	0.7786	0.8544	0.5182	1953
K8b-ARVs prevent MCT during childbirth	k8br	0.7011	0.6279	0.7743	0.7093	0.6642	0.7544	0.8468	1953
K8c-ARVs prevent MCT during breastfeeding	k8cr	0.7208	0.6488	0.7929	0.7219	0.6768	0.767	0.9799	1953
K9-People on ART have to stay on treatment for rest of lives	k9r	0.8305	0.7708	0.8901	0.7795	0.7121	0.8468	0.2738	1953
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	cn6r	0.6312	0.544	0.7183	0.69	0.6452	0.7347	0.1809	1953
B28-Has ever taken ARVs	b28r	0.0912	0.0448	0.1376	0.0715	0.049	0.094	0.4183	1951
B29- Ever participated in PMTCT program (among ever pregnant)	b29r	0.238	0.1759	0.3	0.2543	0.1983	0.3103	0.6994	1649

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any SfaAIDS</b>									
PC5-Cared for someone on ART	pc5r	0.2951	0.2581	0.332	0.2814	0.2263	0.3364	0.6804	1977
PC6-Willing to Care for Someone on ART	pc6r	0.8531	0.8201	0.886	0.7879	0.7133	0.8626	0.0454	1977
K3-PLHIV on ART can transmit HIV (%True)	k3r	0.7037	0.6663	0.741	0.6258	0.5621	0.6895	0.0277	1977
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	k4r	0.8718	0.8435	0.9	0.8929	0.8545	0.9313	0.3478	1977
K8a-ARVs prevent MCT during pregnancy	k8ar	0.8063	0.7729	0.8397	0.83	0.7833	0.8767	0.4188	1977
K8b-ARVs prevent MCT during childbirth	k8br	0.6923	0.6519	0.7327	0.7474	0.6924	0.8024	0.1255	1977
K8c-ARVs prevent MCT during breastfeeding	k8cr	0.7171	0.6801	0.7541	0.7564	0.7125	0.8004	0.1936	1977



K9-People on ART have to stay on treatment for rest of lives	k9r	0.7873	0.7398	0.8348	0.8312	0.7696	0.8927	0.2157	1977
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	cn6r	0.6549	0.6128	0.697	0.6974	0.6306	0.7642	0.1931	1977
B28-Has ever taken ARVs	b28r	0.0788	0.0604	0.0973	0.0889	0.0592	0.1187	0.5785	1975
B29- Ever participated in PMTCT program (among ever pregnant)	b29r	0.243	0.2025	0.2835	0.2778	0.2221	0.3336	0.2671	1669

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any CMT</b>									
PC5-Cared for someone on ART	pc5r	0.2916	0.2584	0.3248	0.2948	0.2029	0.3868	0.9467	1977
PC6-Willing to Care for Someone on ART	pc6r	0.844	0.8099	0.878	0.7981	0.6691	0.9271	0.4166	1977
K3-PLHIV on ART can transmit HIV (%True)	k3r	0.6858	0.6494	0.7221	0.7203	0.6309	0.8096	0.4714	1977
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	k4r	0.8736	0.847	0.9001	0.9067	0.8427	0.9708	0.3675	1977
K8a-ARVs prevent MCT during pregnancy	k8ar	0.8084	0.7791	0.8378	0.8466	0.7819	0.9113	0.2797	1977
K8b-ARVs prevent MCT during childbirth	k8br	0.7022	0.669	0.7354	0.7288	0.6098	0.8478	0.6561	1977
K8c-ARVs prevent MCT during breastfeeding	k8cr	0.7273	0.6967	0.758	0.6948	0.5609	0.8286	0.6265	1977
K9-People on ART have to stay on treatment for rest of lives	k9r	0.7941	0.7507	0.8375	0.8267	0.7415	0.9119	0.4331	1977
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	cn6r	0.6611	0.6177	0.7045	0.7035	0.6174	0.7895	0.3882	1977
B28-Has ever taken ARVs	b28r	0.078	0.0627	0.0932	0.1254	0.0705	0.1802	0.0554	1975
B29- Ever participated in PMTCT program (among ever pregnant)	b29r	0.2439	0.2082	0.2795	0.3323	0.2318	0.4328	0.0584	1669

## HIV STIGMA

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Radio Show (Vs. None)</b>									
A7-When learn that you are HIV+, life is over (%Disagree)	a7r	0.9035	0.8738	0.9331	0.9011	0.8628	0.9395	0.9219	1933
A8-Telling people you are HIV+ doesn't help (%Disagree)	a8r	0.6839	0.6233	0.7446	0.5786	0.5259	0.6312	0.013	1933
A9-HIV is punishment for sinning (%Disagree)	a9r	0.7205	0.6609	0.78	0.739	0.6929	0.7851	0.6125	1933
A11-Only promiscuous people get HIV (%Disagree)	a11r	0.8437	0.8055	0.882	0.8649	0.8262	0.9037	0.4638	1933
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	cn3r	0.753	0.706	0.8001	0.7648	0.7139	0.8157	0.7482	1933
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	cn4r	0.4332	0.364	0.5024	0.5217	0.4631	0.5804	0.0499	1933

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Radio Shows (Vs. None)</b>									
A7-When learn that you are HIV+, life is over (%Disagree)	a7r	0.9035	0.8738	0.9331	0.9288	0.8995	0.9581	0.287	1933
A8-Telling people you are HIV+ doesn't help (%Disagree)	a8r	0.6839	0.6233	0.7446	0.5477	0.4658	0.6296	0.0091	1933
A9-HIV is punishment for sinning (%Disagree)	a9r	0.7205	0.6609	0.78	0.7791	0.7049	0.8534	0.2266	1933
A11-Only promiscuous people get HIV (%Disagree)	a11r	0.8437	0.8055	0.882	0.8746	0.8178	0.9315	0.472	1933
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	cn3r	0.753	0.706	0.8001	0.777	0.7188	0.8352	0.5605	1933
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	cn4r	0.4332	0.364	0.5024	0.5344	0.4565	0.6122	0.065	1933

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Radio Drama (Vs. None)</b>									
A7-When learn that you are HIV+, life is over (%Disagree)	a7r	0.9009	0.8759	0.926	0.9176	0.8863	0.9489	0.4042	1852
A8-Telling people you are HIV+ doesn't help (%Disagree)	a8r	0.626	0.5805	0.6715	0.5751	0.5001	0.6502	0.2128	1852
A9-HIV is punishment for sinning (%Disagree)	a9r	0.7296	0.6911	0.7682	0.7595	0.6936	0.8255	0.3937	1852
A11-Only promiscuous people get HIV (%Disagree)	a11r	0.8523	0.8246	0.8801	0.8571	0.8054	0.9089	0.8859	1852
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	cn3r	0.7513	0.7162	0.7863	0.7745	0.7198	0.8292	0.453	1852
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	cn4r	0.4898	0.4439	0.5358	0.4885	0.4235	0.5535	0.97	1852

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Television (Vs. None)</b>									
A7-When learn that you are HIV+, life is over (%Disagree)	a7r	0.9017	0.8799	0.9235	0.8839	0.8144	0.9534	0.6031	1977
A8-Telling people you are HIV+ doesn't help (%Disagree)	a8r	0.6105	0.5702	0.6509	0.6392	0.5301	0.7482	0.6116	1977
A9-HIV is punishment for sinning (%Disagree)	a9r	0.7419	0.705	0.7788	0.7304	0.6447	0.8161	0.7984	1977
A11-Only promiscuous people get HIV (%Disagree)	a11r	0.8585	0.8374	0.8796	0.8689	0.8029	0.9349	0.7591	1977
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	cn3r	0.7562	0.7211	0.7913	0.8093	0.7306	0.8881	0.3	1977
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	cn4r	0.4944	0.4523	0.5365	0.4727	0.3651	0.5803	0.6424	1977

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Print (Vs. None)</b>									
A7-When learn that you are HIV+, life is over (%Disagree)	a7r	0.8894	0.8623	0.9165	0.9116	0.8889	0.9343	0.1028	1977
A8-Telling people you are HIV+ doesn't help (%Disagree)	a8r	0.5778	0.5284	0.6273	0.6364	0.5906	0.6823	0.0371	1977
A9-HIV is punishment for sinning (%Disagree)	a9r	0.7379	0.6837	0.7922	0.7433	0.7008	0.7858	0.8705	1977
A11-Only promiscuous people get HIV (%Disagree)	a11r	0.8403	0.8052	0.8754	0.8739	0.8466	0.9012	0.1558	1977
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	cn3r	0.7814	0.7442	0.8187	0.7477	0.7089	0.7864	0.1745	1977
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	cn4r	0.4752	0.4085	0.5419	0.5037	0.4482	0.5592	0.5014	1977

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Media Channel (Vs. None)</b>									
A7-When learn that you are HIV+, life is over (%Disagree)	a7r	0.9134	0.8764	0.9503	0.8867	0.857	0.9163	0.2976	1953
A8-Telling people you are HIV+ doesn't help (%Disagree)	a8r	0.6122	0.5311	0.6933	0.6358	0.5783	0.6933	0.5973	1953
A9-HIV is punishment for sinning (%Disagree)	a9r	0.726	0.653	0.799	0.749	0.7054	0.7926	0.5063	1953
A11-Only promiscuous people get HIV (%Disagree)	a11r	0.8332	0.7859	0.8805	0.843	0.8067	0.8792	0.7479	1953
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	cn3r	0.7884	0.7278	0.8489	0.7589	0.7105	0.8074	0.483	1953
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	cn4r	0.4357	0.3551	0.5163	0.4588	0.4029	0.5148	0.5691	1953

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Media Channels (Vs. None)</b>									
A7-When learn that you are HIV+, life is over (%Disagree)	a7r	0.9134	0.8764	0.9503	0.9225	0.8966	0.9484	0.6541	1953
A8-Telling people you are HIV+ doesn't help (%Disagree)	a8r	0.6122	0.5311	0.6933	0.605	0.5527	0.6573	0.8823	1953
A9-HIV is punishment for sinning (%Disagree)	a9r	0.726	0.653	0.799	0.739	0.688	0.7901	0.7711	1953
A11-Only promiscuous people get HIV (%Disagree)	a11r	0.8332	0.7859	0.8805	0.8864	0.8551	0.9177	0.091	1953
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	cn3r	0.7884	0.7278	0.8489	0.7526	0.7101	0.7951	0.3651	1953
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	cn4r	0.4357	0.3551	0.5163	0.5355	0.4734	0.5977	0.0781	1953

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any SAfAIDS</b>									
A7-When learn that you are HIV+, life is over (%Disagree)	a7r	0.8977	0.8747	0.9206	0.9165	0.8821	0.951	0.3297	1977
A8-Telling people you are HIV+ doesn't help (%Disagree)	a8r	0.6049	0.5588	0.6511	0.6428	0.5859	0.6996	0.2949	1977
A9-HIV is punishment for sinning (%Disagree)	a9r	0.7331	0.6955	0.7707	0.7711	0.7069	0.8352	0.2867	1977
A11-Only promiscuous people get HIV (%Disagree)	a11r	0.8514	0.8287	0.8741	0.894	0.8554	0.9326	0.0782	1977
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	cn3r	0.7522	0.7145	0.7898	0.7942	0.7398	0.8486	0.2517	1977
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	cn4r	0.4792	0.4341	0.5243	0.5418	0.4722	0.6114	0.06	1977

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any CMT</b>									
A7-When learn that you are HIV+, life is over (%Disagree)	a7r	0.899	0.8771	0.9208	0.9453	0.9021	0.9885	0.1082	1977
A8-Telling people you are HIV+ doesn't help (%Disagree)	a8r	0.6047	0.5622	0.6472	0.7396	0.6329	0.8464	0.0394	1977
A9-HIV is punishment for sinning (%Disagree)	a9r	0.7445	0.7084	0.7806	0.6878	0.5739	0.8018	0.3107	1977
A11-Only promiscuous people get HIV (%Disagree)	a11r	0.8593	0.838	0.8806	0.8545	0.7663	0.9428	0.9159	1977
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	cn3r	0.7561	0.7237	0.7886	0.8308	0.7571	0.9044	0.1058	1977
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	cn4r	0.4976	0.4564	0.5388	0.4225	0.2824	0.5626	0.2457	1977

## GENDER-BASED VIOLENCE

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Radio Show (Vs. None)</b>									
G1-Forced Sex in the last 12 months	gbv_sex12	0.0191	0.0078	0.0304	0.0342	0.0193	0.0491	0.1525	1933
G2-Physical GBV in the last 12 months	gbv_hit12	0.0476	0.0282	0.0671	0.0821	0.057	0.1073	0.0471	1933
CN8-Leaders speak out against GBV (%Strongly agree/agree)	cn8r	0.6439	0.5842	0.7036	0.6529	0.5988	0.7069	0.8413	1933

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Radio Shows (Vs. None)</b>									
G1-Forced Sex in the last 12 months	gbv_sex12	0.0191	0.0078	0.0304	0.0509	0.0113	0.0905	0.1139	1933
G2-Physical GBV in the last 12 months	gbv_hit12	0.0476	0.0282	0.0671	0.0421	0.022	0.0622	0.7218	1933
CN8-Leaders speak out against GBV (%Strongly agree/agree)	cn8r	0.6439	0.5842	0.7036	0.6734	0.6048	0.7419	0.519	1933

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Radio Drama (Vs. None)</b>									
G1-Forced Sex in the last 12 months	gbv_sex12	0.0257	0.0164	0.035	0.022	0.0081	0.0358	0.6477	1852
G2-Physical GBV in the last 12 months	gbv_hit12	0.0595	0.0447	0.0744	0.0668	0.0372	0.0964	0.6561	1852
CN8-Leaders speak out against GBV (%Strongly agree/agree)	cn8r	0.6492	0.6103	0.6881	0.6524	0.5852	0.7196	0.9338	1852

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Television (Vs. None)</b>									
G1-Forced Sex in the last 12 months	gbv_sex12	0.0306	0.0201	0.0411	0.0247	0.0063	0.0431	0.6205	1977
G2-Physical GBV in the last 12 months	gbv_hit12	0.0574	0.0441	0.0706	0.0661	0.0256	0.1067	0.6642	1977

CN8-Leaders speak out against GBV (%Strongly agree/agree)	cn8r	0.6544	0.6189	0.6899	0.6635	0.5718	0.7552	0.8658	1977
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Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any Print (Vs. None)</b>									
G1-Forced Sex in the last 12 months	gbv_sex12	0.0161	0.0067	0.0256	0.0378	0.0234	0.0522	0.0225	1977
G2-Physical GBV in the last 12 months	gbv_hit12	0.0411	0.0265	0.0557	0.0689	0.0504	0.0875	0.0222	1977
CN8-Leaders speak out against GBV (%Strongly agree/agree)	cn8r	0.6379	0.5853	0.6905	0.6671	0.6247	0.7095	0.4069	1977

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to One Media Channel (Vs. None)</b>									
G1-Forced Sex in the last 12 months	gbv_sex12	0.0082	-0.0003	0.0168	0.0296	0.0157	0.0434	0.0133	1953
G2-Physical GBV in the last 12 months	gbv_hit12	0.0229	0.0083	0.0376	0.0639	0.0435	0.0843	0.0031	1953
CN8-Leaders speak out against GBV (%Strongly agree/agree)	cn8r	0.6481	0.5582	0.738	0.635	0.585	0.685	0.8058	1953

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Two Media Channels (Vs. None)</b>									
G1-Forced Sex in the last 12 months	gbv_sex12	0.0082	-0.0003	0.0168	0.0422	0.0209	0.0634	0.009	1953
G2-Physical GBV in the last 12 months	gbv_hit12	0.0229	0.0083	0.0376	0.0754	0.051	0.0998	0.0012	1953
CN8-Leaders speak out against GBV (%Strongly agree/agree)	cn8r	0.6481	0.5582	0.738	0.6695	0.615	0.724	0.698	1953



Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any SAfAIDS</b>									
G1-Forced Sex in the last 12 months	gbv_sex12	0.0285	0.0187	0.0382	0.0335	0.0135	0.0535	0.6393	1977
G2-Physical GBV in the last 12 months	gbv_hit12	0.0564	0.0431	0.0697	0.0643	0.0381	0.0906	0.5488	1977
CN8-Leaders speak out against GBV (%Strongly agree/agree)	cn8r	0.64	0.6037	0.6763	0.7156	0.6484	0.7828	0.0579	1977

Variable		Unexposed			Exposed			p-value	N
		Proportion	Lower bound	Upper bound	Proportion	Lower bound	Upper bound		
<b>Exposure: Exposed to Any CMT</b>									
G1-Forced Sex in the last 12 months	gbv_sex12	0.029	0.0194	0.0387	0.0364	0.0096	0.0632	0.5733	1977
G2-Physical GBV in the last 12 months	gbv_hit12	0.0595	0.0456	0.0735	0.0396	0.007	0.0722	0.3466	1977
CN8-Leaders speak out against GBV (%Strongly agree/agree)	cn8r	0.6576	0.6243	0.6909	0.6192	0.5266	0.7117	0.4372	1977